

# PRINTERS' INK

Registered U. S. Patent Office

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NEW YORK, JANUARY 13, 1927

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B. A. I. S. 1924 with  
N. W. Ayer & Son

*Fences*

*v.s.*

*Ambulances*

THE epigrammatist who wrote, "It's better to put a fence at the top of a cliff than to keep an ambulance waiting at the bottom," unconsciously voiced a copy theme for our client, The Todd Company, Rochester, New York.

The Todd Company prevents check alteration by its famous threefold system of Check Protection: (1) The Todd Protectograph; (2) Todd Greenbac Checks; (3) Standard Forgery Bonds.

Advertising has contributed heavily to the successful sale of this remarkable system throughout the country. Copy has insistently reasoned that "It's cheaper to protect checks in the making than to convict criminals who forge and raise them." This argument has made a strong impression on the mind of American business. The number of checks, circulating daily, which are protected by the Todd System of Check Protection has grown into the millions.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



# There is No "National" Farm Market!

## *Like your own distribution*

THE FARMERS who make up our so-called "national" farm market are not spread evenly over these United States—they are divided into a group of individual markets that embrace 30 States!

Authoritative figures show that in these 30 States are:

80% of all your dealers—jobbers—  
consumers  
84% of all farm-owned automobiles  
87% of all farms free from mortgages  
88% of all farms 100 acres and over  
88.7% of all farm income in 1925



And focused in these markets—reaching into

2,125,000 receptive farm homes—the 15 papers of the Standard Unit carry your message to the farmers who can buy! You get no newsstand sales—but a maximum of R. F. D. circulation and a minimum of duplication. You reach more farmers, dealers and jobbers in these *buying* markets through these authoritative home papers than you can reach through any "national" medium!

And there is a Standard Unit service to match your sales problem. We will welcome an opportunity to explain.

*Your problem is to reach the profitable national market; but your dealers must reach the local. These papers solve both problems.*

Missouri Ruralist  
The American Agriculturist  
The Wisconsin Agriculturist  
The Breeder's Gazette  
The Progressive Farmer  
Michigan Farmer  
Pennsylvania Farmer

Ohio Farmer  
Wallaces' Farmer  
Hoard's Dairyman  
The Nebraska Farmer  
Kansas Farmer  
The Farmer, St. Paul  
The Prairie Farmer  
The Pacific Rural Press

*One order—one plate—one bill.*

## *the* **STANDARD FARM PAPER UNIT**

WALLACE C. RICHARDSON, Gen'l Manager

Chicago  
Courtney D. Freeman, Western Mgr.  
307 North Michigan Ave.

New York  
Willard R. Downing, Eastern Mgr.  
250 Park Ave.

San Francisco, Kohl Bldg.

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Registered U. S. Patent Office

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VOL. CXXXVIII NEW YORK, JANUARY 13, 1927

No. 2

## How Lord & Taylor Forecast Finances for Merchandising

A System of Interest to Manufacturers for Forecasting Financial Requirements Six Months Ahead

By Gilbert H. Cowan

Secretary of the Executive Committee, Lord & Taylor

MANY years of buying from manufacturers and selling to consumers have tested for us the value of forecasting and planning as a means to improve the profits of a business. Our results to date conclusively prove that the calculating beforehand of operations does insure a more probable gain.

Forecasting is studying indications of what may be expected in the future and estimating future happenings or conditions to accomplish a definite result. If it is done by means of a formulated scheme and the various steps which have been thought out for the making of profits are decided upon, you have a plan. It is a phase of every business which, when being written, possesses little personality, but is of great interest because of its increasing importance in the activities of many people. We have this plan.

Twice a year, for six-month periods—January 1 to June 30 being called the spring season and July 1 to December 31 being termed the fall season—we lay our large financial plans so as to provide:

1. Definite objectives in merchandise operation which, if carried out approximately, will insure success.

2. Orderly and elastic guides to accomplish these objectives.

3. A convenient comparison record of past experience and current performance.

These six-month, or season plans are made up by the three big organization divisions of the store:

I. The Merchandise Division, which creates the merchandise and advertising plan.

II. The Service Division, which develops the salary and general expense plan.

III. The Finance and Records Division, which handles the financial forecast.

As the primary purpose of all our plans is to estimate as accurately as possible future sales volume and to regulate all other operations in a proper ratio to this volume, let me show how each of these three big plans guides us in doing this.

### I.

The six-month plan for the Merchandise Division is started by the treasurer who, at least two months before the beginning of a new season, sends to all divisional merchandise managers a "Plan and Experience Sheet" for each department of their division.

This plan is to be the first outline of our expectations in the future and the steps we are to take to make them come true. It includes not only a review of the reports issued by the Finance Di-

vision but also the studies that the Comparison Bureau, Fashion Bureau and Advertising Department have made and all other evidence it is possible to avail ourselves of within the time ensuing before decision must be made.

The merchandise manager and the buyer of each department establish an estimate of sales and of merchandise investment for each month of the season, which should be well within the ability of the department to achieve with a reasonable profit. The Plan and Experience Sheet, as used, is divided into five parts, which I shall label with capital letters so as to make for easy reference as we go along:

- A. Sales (Net, Retail).
- B. Purchases (Cost).
- C. Stock (Cost).
- D. Advertising.
- E. Gross profit.

(A, B, C) We say that selling is subtracting and that purchasing is adding, with the stock the base from which we subtract and to which we add. Sales at cost must approximately equal purchases at cost or the stock will increase or decrease in accordance to the difference of the purchases and the sales.

The Plan and Experience Sheet requires that this adding to and subtracting from a stock that increases or decreases, be calculated for each month of the season at least two months previous to the beginning of that season's operations.

(D) One of the big forces that aids the subtracting or selling is advertising, which is calculated as a percentage of the selling.

(E) The sum of the differences in the adding to and subtracting from prices gives the fifth division or gross profit. It is calculated as a percentage of the subtracting or selling.

For each of the five divisions just described, there are three columns to give:

1. Last year's figures or experience.
2. This year's plan figures.
3. This year's actual figures.

These columns are placed along-

side each other for comparison and to show the records of our planned progress and our actual progress. With this information on the sheet to guide them, the merchandise manager and the buyer are able to proceed in their department calculations on a basis of hard facts.

The routine for making out each Plan and Experience Sheet varies somewhat, but generally it follows this outline:

- I. A summary of past experience is made by reviewing:

a. Six-month classification of merchandise turnover report for the previous corresponding season.

b. Stock statements for the previous corresponding season.

2. Other records may be referred to, such as:

a. Six-month foreign merchandise report.

b. Slow selling report.

c. Purchases by manufacturer.

3. Also the files containing the reports of the Comparison, Adjustment, and Fashion Bureau are drawn out and opinions of competitors, customers and the market are considered.

In studying past performances, the first matter of importance is the ratio of sales and stock, and this ratio or turnover figure is reviewed in each instance on the basis of a six-month classification of merchandise turnover report, to determine where it is too small or too large. Other considerations are:

a. The organization of the department; the co-operation of buyer, assistant and sales-people.

b. The physical condition of the department; its size and its possibilities for expansion.

c. The merchandise assortment as compared with demand and with our competitors' assortments; and the use of the price zoning system to meet this competition.

d. The general market, retail and wholesale; information concerning what the public wants; and what the manufacturer is making.

e. The expected normal increase in business.



# Class Circulation *in* Village America

On January 22, 1927,  
the second annual  
Christian Herald cruise  
to the Mediterranean  
will sail on the Steam-  
ship Doric with over  
500 passengers.

# Christian Herald

Bible House, N. Y.

GRAHAM PATTERSON, *Publisher*

J. PAUL MAYNARD, *Advertising Manager*

Total sales for the six-month period having been estimated on these points, they are then distributed or divided into the six months in accordance to expected increases over last year's figures. The ending stock of the last month of the season is decided on next. This is done by a consideration of:

- a. Merchandise assortments of last year; their adequacy for the month.
- b. Beginning stock necessary for the new season.
- c. Planned sales for the last month.
- d. Variation of stock size in other months of the season.

Another method of determining amount of sales and size of stock is to sum up all classifications of merchandise for the department total and to enter each of these classification planned figures on a separate form. Then the department total is put on the Plan and Experience Sheet.

The best plan combines both of these methods for arriving at the season's sales and ending stock.

(B) Planned purchases or purchase limits first are figured for the entire season and this total is divided among the six months, in accordance with experience as to when to build up stocks, when sales are heaviest, and how long deliveries will take. And the formula for the season's purchase limit is:

Last year's season total sales at cost figures plus the planned ending stock for the season at cost figures minus the beginning stock of the season at cost figures equals the purchase limit at cost for the season.

(C) The planned ending stock for each of the first five months of the season then is figured by the same formula, as follows:

Planned ending stock for each month equals the purchase limit of the same month plus beginning stock of the same month minus last year's sales for the same month at cost.

(D) Advertising comes next on the Plan and Experience Sheet, and the amount to be spent is de-

cided upon by the divisional merchandise manager and the buyer, the percentage being figured against last year's sales at retail. Consideration in determining the amount is given to:

1. Planned increase or decrease in sales.
2. Last year's experience; and any change in policy.
3. Promotion of the department, made necessary by changes in policy, location, fixtures or other conditions.

(E) Planned gross profit is entered last on the Plan and Experience Sheet, although it must be studied and considered previously when reviewing the ratio of stock and sales-turnover. For a high turnover may mean a low gross profit because of the low mark-up or because of heavy reductions, while a low turnover may mean too high a mark-up. Plans of course should not be based on either of the two conditions just named.

Turnover and mark-up are arrived at for gross profit by the divisional merchandise manager and the buyer who consider:

1. Rapidity of turnover. When the number of turnovers in a department is large, a smaller mark-up will result in as large a net profit at the end of the season as there will be when the number of turnovers is small and the mark-up high.

2. Amount of reductions. As mark-up must cover reductions, this must be planned in keeping with the reduction experience of the department.

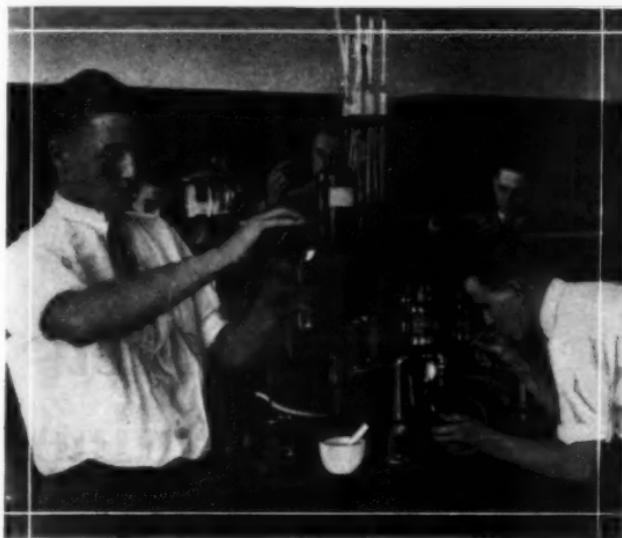
3. Department expense. Mark-up must cover the expense of location, fixtures, salaries, stock rooms and overhead.

4. Competition. Mark-up often is determined by the need to price merchandise at competitors' levels, or by price zoning.

5. Suppliers. Changes in costs of merchandise.

To give the gross profit, mark-up is figured for each month and multiplied by the year's planned sales at retail for each month.

After the Plan and Experience  
(Continued on page 158)



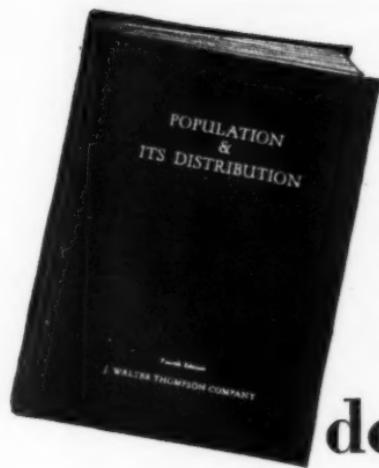
## In the last analysis . . .

The acid test of a man is the training he had as a boy. Here are Al Fairbanks and Brother doing their stuff with the test tubes in Chemistry B. Carbohydrates and precipitates are all in the day's work of becoming men. These budding chemists are already near-men, averaging 15½ to 16 years of age, 5 feet 4 inches tall and 115 pounds in weight. Men in everything but years.

There are 500,000 more chaps just like them who read **THE AMERICAN BOY**. 80% of them are of high school age. They step from their school books onto the basketball floor. They go to proms and parties. They can tell you what the well-dressed near-man will wear. They need and usually get everything that a man does and in man sizes! Their buying capacity is man-sized, as is their prejudice for or against an article.

They are the nation-makers of tomorrow as well as the buyers of today. Tell them the story of your product through the advertising columns of **THE AMERICAN BOY**. It makes no difference what you make. If men buy it, the 500,000 readers of **THE AMERICAN BOY** will buy it too. Copy received by February 10th will appear in April.

***The American Boy***  
Detroit Michigan



# Is your market determined

- by population?*
- by income?*
- by geographic location?*

THE new edition of "Population and Its Distribution" contains two complete sets of maps—almost 400 large pages of accurate facts about population—incomes—sales areas—never before published in book form. In its pages you will find—

### *1925 Population Figures*

Latest mid-census figures show surprising changes in population since 1920. *For example:*

Do you know that the population of the United States has shown an increase since 1920 equal to the 1920 population of the states of Indiana and Illinois combined? That four states—New York, Pennsylvania, Ohio and California have added over a half million each? That the borough of Manhattan in New York City has *decreased* by 300,000—while Detroit shows a gain of 250,000?

### *679 Retail Shopping Areas*

How far can population alone serve as an index of market possibilities? Two cities in Maine,

Bangor and Lewiston, are of nearly equal population. Actually, however, Bangor's trading population is almost twice as great as that of Lewiston.

In "Population and Its Distribution" are given complete retail shopping areas for the entire country with maps and figures for each. These areas are determined by *commercial* rather than *political* boundaries.

### **Income Tax Returns by Counties**

How much money can people spend? Which counties in each state offer the richest sales possibilities?

In Illinois the distribution of population by counties roughly parallels income tax returns. In Alabama, however, over 82% of the total number of returns came from 20% of the counties.

"Population and Its Distribution" gives the number of personal income tax returns for every county in the United States—arranged for ready comparison with population figures for the same county.

\* \* \*

In addition "Population and Its Distribution" gives the number of wholesale and retail dealers for eighteen different trades by states and cities of 25,000 and over—the number of grocery and drug chain stores in large cities and many other statistics of value in planning sales operations.

We shall be glad to send you a copy of "Population and Its Distribution" upon receipt of seven dollars and a half (\$7.50). If you wish to return the book within five days we shall refund your money. Just fill out the coupon below.

---

J. Walter Thompson Company, Dept Q

244 Madison Avenue, New York City

I enclose \$7.50 for "Population and Its Distribution."

Name \_\_\_\_\_

Address \_\_\_\_\_

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# What Does Turnover Cost?

Limited Stocks May Be Doing More Harm Than Good

By F. L. Parsloe

Sales Manager, H. C. Bohack Co. (Operating 389 Grocery Stores)

**H**OW much does turnover cost? That looks like an odd question, but that is only because we have all become so accustomed to being told what it is worth, we have not stopped to consider the cost side. Every account has a debit as well as a credit side and it is well to draw a trial balance occasionally just to see where we are headed.

Many merchants in the retail food business today are suffering from turnover fever. Turnover has been preached and hammered into the retailer from every side, until it has become a boogy-booo. The question of turnover and sales volume has become so confused that many dealers do not seem to be able to separate the two in their own mind. The value of turnover has been held up by some manufacturers, until it would appear that it is the only hope of salvation for the retailer.

Of course, limited capital sometimes forces the small dealer to run on very short lines. But this turnover fever seems to have spread into the chain-store field as much as anywhere else. This is surprising, in view of the fact that any reasonably well-managed chain-store organization can always attract the necessary additional capital to carry more merchandise. Besides, most chains maintain a cost and distribution analysis, which will usually show that many of the slowest turning items more than justify themselves

by reason of extra profit involved.

The result has been that dealers have cut out one item after another, that did not turn over in the time prescribed by the faddists, until their limited assortment has restricted their sales volume.

Not only volume, but actual profit is often overlooked in this dizzy chase for turnover. I recently overheard a salesman for one of the big national advertisers expounding the remarkable virtues of turnover to a dealer.

The buyer had declined to put extra sales effort behind the manufacturer's goods, because under competitive conditions the item carried a gross profit less than his cost to do business. (Incidentally, this particular dealer runs his business very efficiently and economically.) The salesman was a veritable Ponzi at figures. He proceeded, in a very plausible way, to demonstrate the

That the high cost of hand-to-mouth buying offsets the advantages of increased turnover so that the dealer actually loses money in his efforts to get more rapid turnover is the theme of an article which appeared in the January, 1927, issue of PRINTERS' INK MONTHLY.

That article, written by Fayette R. Plumb, president of Fayette R. Plumb, Inc., presents the manufacturer's point of view on this decidedly timely and important subject.

The present article covers the same subject from the standpoint of the chain-store operator and independent retailer.

profit in turnover. The goods were to be billed on a 2 per cent ten-day basis and would probably be sold in a week, and as there are fifty-two weeks in a year, he thought it should be very plain to the dealer that he would make over 100 per cent profit in cash discount alone.

The difference in the cost of doing business on fast-turning articles compared with slow-moving items is so elusive and intangible that it is an easy matter to puzzle the average merchant. This angle of the turnover problem leads into such a lengthy dis-

# State Coverage!

Kansas City  
Atlanta

Chicago  
Rock Island

Ferry-Hanly Advertising Company  
Kansas City, Mo.

December 15, 1926

" . . . we are using this page  
Skelly copy in The Des Moines  
Sunday Register for its state-  
wide influence more than for  
local purposes."

Yours very truly,  
Bruce B. Brewer,  
Ferry-Hanly Advertising Company



## The Des Moines Register and Tribune

190,000 Daily      160,000 Sunday  
99% in Iowa!

cussion, that it is best to leave it by quoting the adage, "you never become poor taking profits." However, one should always keep in mind that profit is the difference between the amount he makes on an article and the amount it costs to do business.

The greatest danger lies in the tendency continually to reduce the variety of goods. This has a serious and far-reaching effect. Manufacturers, in their effort to meet these conditions, have cut down the size of their shipping containers until, in some instances, it has become almost a family package. This has increased packing costs and handling charges all out of proportion to any advantage the wholesaler or retailer may derive from the increased turnover. Besides, the quantity is often so small that it will not make a presentable shelf stock, to say nothing of a real display. Under such conditions, the grocer is no longer a grocer (*Grosser*) in the original sense of the word. He becomes a hand-to-mouth automat.

If we would give any credit to the old axiom, "Goods well displayed are half sold," it behooves every storekeeper to carry stock enough to make honest-to-goodness displays. It may tie up merchandise but it surely builds up volume.

The dealer who tries to Hooverize his business down to a handful of standardized goods, in his effort for a record turnover, may be fooling himself, even though he succeeds in showing some net profit at the end of the year. You can standardize your stocks, but you will never standardize the desires of your customers. The general public is buying a wider variety of goods and more luxuries today than ever before.

Let us take a look into the discount account for a chain of 400 stores. We will assume the chain is constantly striving for quick turnover, carrying small stocks and only such articles as are popular with the masses. Sales average \$700 per week per store, or \$280,000 a week, \$14,500,000 a year. It succeeds in turning its

merchandise investment seventeen times a year, which requires a capital of \$856,470. Figuring the cash discount of 1½ per cent, this would give the chain \$218,399.85 to credit to the cash discount account.

Now suppose it decides to stock these same 400 stores with everything in the line that there is a possibility of selling, and cater to the more exclusive custom as well as the masses. The chain might find that its sales jumped to \$900 per week average, an increase of over 28 per cent, giving total yearly sales of \$18,720,000. Its merchandise investment increased to \$1,872,000, turnover dropped to ten times, a decrease of over 41 per cent, but the cash discount account, figured on the basis of 1½ per cent showed a credit of \$280,800.

Aside from the fact that in this particular instance the discount account had a healthy gain owing to the increased sales and in spite of the drop in turnover, it will be apparent to every business man that many other economies and subsequent profits would accrue.

#### J. D. Buhrer Heads Corn Products Sales Company

J. D. Buhrer, recently sales manager of the Corn Products Refining Company, New York, has been elected president of the Corn Products Sales Company. Mr. Buhrer entered the employ of the Corn Products company twenty years ago as a specialty salesman calling on the retail trade and has worked his way up to his present position through the various departments of the sales division.

#### Holeproof Hosiery Sales Manager Made Vice-President

James B. Melick, sales manager of the Holeproof Hosiery Company, Milwaukee, has been elected vice-president. L. F. Schenckenberg, who has been with the advertising department, has been appointed advertising manager. J. F. Corrigan, formerly with Hart Schaffner & Marx, has joined the Holeproof company as promotion manager.

#### Farm Paper Campaign for New Product

A list of eight farm publications will be used by Germain's Seed Company, Los Angeles, in a campaign to advertise Hot-kaps, a new cone-shaped plant protector. The Los Angeles office of Lord & Thomas and Logan will direct this campaign.

MILWAUKEE—First City in Diversity of Industries!

# Sell This Great Market Through One Paper

THE Milwaukee-Wisconsin market is one of the most fertile sales territories in America. Greater Milwaukee contains 600,000 people with thoroughly American tastes and buying habits. Wisconsin, thirteenth state in population, has nearly 3,000,000 people within its boundaries. More than a million people live in Milwaukee and its 50-mile trading zone.

Only one newspaper is needed to thoroughly cover and sell this rich and prosperous market. The Milwaukee Journal is read by more than four out of every five Milwaukee families and goes into the better class homes throughout Wisconsin.

Are you selling your goods in this great market? Through The Milwaukee Journal alone you can build a maximum volume of business here in 1927, at the lowest possible advertising cost per sale.

## THE MILWAUKEE JOURNAL

FIRST BY MERIT

WISCONSIN—First State in Value of Dairy Products!

# The GREATEST of ALL Years in the History of THE CHICAGO DAILY NEWS

In 1926 The Chicago Daily News published:

—The greatest volume of advertising ever carried by a Chicago daily newspaper (21,811,512 agate lines), a gain of 1,328,204 lines over 1925.

—A larger volume of display advertising, a greater number of classified advertisements, than were printed by any other Chicago daily paper.

—A volume of department store advertising exceeding the totals of the next THREE daily papers combined.

In these facts there is a pertinent message from the advertisers of 1926 to the advertisers of 1927—an unmistakable measure of the results obtained by advertisers in The Chicago Daily News.

*Here is detailed testimony to the confidence of advertisers in The Chicago Daily News, as shown in the accompanying statement of Chicago Department store advertising, representing as near as possible the total advertising expenditure.*

## IN THE LOOP

| The                         | Tribune |         | Daily News |         | American News |         | Press   |         | Chicago Daily News |         |
|-----------------------------|---------|---------|------------|---------|---------------|---------|---------|---------|--------------------|---------|
|                             | Deaths  | Bundles | Deaths     | Bundles | Deaths        | Bundles | Deaths  | Bundles | Deaths             | Bundles |
| Boston Storey Printers & Co | 724,235 | 333,747 | 8,073      | 46,000  | 292,320       | 16,403  | 340,000 | 16,000  | 2,200              | 1,000   |
| Carey, Blaine & Co          | 724,235 | 333,747 | 8,073      | 46,000  | 292,320       | 16,403  | 340,000 | 16,000  | 2,200              | 1,000   |
| Chicago Daily News          | 2,200   | 1,000   | 2,200      | 1,000   | 2,200         | 1,000   | 2,200   | 1,000   | 2,200              | 1,000   |



Jan. 13, 1927

# Which farm market is most prosperous



## U.S. REPORT ON CROP CONDITIONS POINTS TO

IN order to give a true picture of the agricultural wealth of the states, the Federal Department of Agriculture has issued a report showing the composite condition of all crops in each state. In this report Oklahoma's 1926 production and yield is placed at 131.4 per cent. This is 31.4 per cent better than the ten-year average in the state—27 per cent better than the Nation's 1926 average!

Only one other state has a higher rating than Oklahoma. And as that state has only one bumper crop to make up the composite condition, while Oklahoma has bumper yields in fourteen major crops, the



report is interpreted to mean that Oklahoma is in a more prosperous agricultural condition than any other state in the Union.

The farm buyers of wealthy Oklahoma have \$309,654,000 in crop money to spend during the new year. The amount of this money that goes to purchase your product depends in a large measure on how and how much you advertise to the Oklahoma rural market.

We will gladly furnish facts showing that the one profitable way to reach this big farm market is through advertising in the Oklahoma Farmer-Stockman, Oklahoma's *only* farm paper.

Carl Williams  
Editor

**The OKLAHOMA  
FARMER-STOCKMAN**  
Oklahoma City

Ralph Miller  
Adm. Mgr.

E. KATZ SPECIAL ADVERTISING AGENCY  
New York Chicago Detroit Kansas City Atlanta San Francisco

# How the Press Agents Hound President Coolidge

The Methods Used by Press Agents to Make Advertising Capital of the President's Every Move Constitute a National Disgrace

By James True

FOR many years there has been an invariable rule, an unwritten law, that no statement emanating from the White House shall be used for commercial free publicity purposes. If there is a press agent in the United States who is not conversant with this rule, he is promptly advised of it if he attempts to take advantage of the President's name to get his free publicity into print. Several executive members of the White House staff are charged with the responsibility of enforcing this rule, but regardless of their vigilance infractions are rather frequent. Several hundred attempts are made every year by press agents to deceive or trick the President into saying or doing something which may be used as a free publicity stunt, and, unfortunately, many of the attempts are successful.

The truth is that the President of the United States is the victim of a persistent campaign of fraudulent and insulting press agency. He must be on his guard continually not to say anything for publication that can be distorted into free publicity material, or that can be made the basis of a charge of unfairness and a demand for a statement which can be used commercially. Everything he wears or buys, even the food that is served on the White House table, may become the subject of a press agent's far-fetched and deceptive yarn of exploitation. And the President, because of his public office, is required to submit to a most annoying campaign that would not be tolerated for a moment by any citizen in private life.

One of the most astonishing phases of the entire subject is the acceptance of the publicity yarns by the newspapers and other publications. There can be little doubt that many questions submitted to

the White House "spokesman," by correspondents at the Presidential press conference, are left unanswered because the answers are of such a nature that they may be distorted and used by press agents. Then, also, it is directly due to the evils of free publicity practices that no interior photographs have been taken of the White House since the Taft administration.

For the last three years, one of the leading news photographers of Washington has had a standing order from a large combination of newspapers for a series of photographs of the various public rooms of the White House. The publisher of the newspapers has expressed a willingness to pay any price for the photographs; he has used all of the influence at his command to secure them, and the photographer has an excellent reputation with the administration; but the photographs have not been taken. Experience has shown that many photographs of the kind, taken for legitimate news purposes, have turned up later with free publicity captions attached to them, and it is evident that so long as the newspapers continue to publish the distorted free publicity material they will be denied the privilege of securing news photographs within the White House.

## PRESIDENT'S RIGHTS AS A CITIZEN

Of course, the publishers and photographers have a convincing argument in the claim that because the White House is the property of the American people the public has the legal and ethical right to know what its rooms and furnishings look like. But the other side of the argument is that the White House is the residence of the President of the United States and that he has the right of every citizen to protect

the sanctity of his home against cheap commercial exploitations. Therefore, all news photographers are barred, and visitors to the White House are required to leave their cameras at the door.

Some years ago, during another administration, there was a deluge of gifts to the White House for free publicity purposes. But it quickly subsided when the rule was adopted that no free publicity advantage could be taken of the acceptance of any gift. Then began the development of schemes by the press agents to evade the rule.

Even the footsteps of the President are dogged by the press agents. Not long ago, a Washington newspaper man saw the President enter a downtown shoe store. The reporter loitered about the street until the President reappeared wearing a new pair of shoes, and within a few hours a brief, human-interest story based on the incident was on its way to newspapers all over the country. There was nothing unethical about this. Anything of the kind that a President of the United States may do is considered good copy; but the story immediately prompted two manufacturers of shoes to instruct a Washington press agent to run down the facts and, if the shoes the President bought happened to be those made by either manufacturer, to broadcast the information to the world. Of course, the press agent got busy; he had little trouble in locating the store, but he found that it was impossible to secure the necessary information for a free publicity campaign. The proprietor, with due regard to his distinguished customer, emphatically refused to say anything about the matter.

The strangest feature of incidents of this kind, and there have been many of them, is the effort and expense used to exploit their free publicity aspects, regardless of the resultant embarrassment to the President, when it has been demonstrated again and again that the publicity has no selling value. A recent attempt to extort free publicity material adequately proves this conclusion.

Last fall, another human interest story quickly went the rounds of the newspapers. It carried the news that President Coolidge had sent his last season's felt hat to a hatmaker to be reblocked and cleaned, and it attracted considerable attention because of the administration's economy program. Within a few hours, a prominent hat manufacturer had instructed a Washington press agent to take the matter up with the White House, and to use every possible influence and effort to secure a statement on which a free publicity campaign could be based.

The press agent, as the representative of the manufacturer, called at the White House and presented an argument to the office staff with the intention of making it appear that the President's simple act had resulted in news publicity which would do the hat industry of the country an irreparable injury if it were not corrected by a further statement. He insisted that his client would lose thousands of dollars if the statement was not forthcoming, and he was so convincing that a secretary finally laid the proposition before the President. But President Coolidge, after due consideration, refused to say anything whatever about the matter, and facts subsequently established prove beyond every doubt the fallacy and deceptive intention of the argument of the manufacturer's press agent.

#### INDUSTRY UNINJURED

The felt hat business has not suffered the slightest loss because of any stimulation of old hat cleaning and reblocking due to the little human-interest story. So far as could be learned, no other hat manufacturer made a complaint, and the evidence strongly indicates that the press agent, through plausible over-emphasis and misrepresentation, attempted to deceive the Chief Executive into saying something that would get a free publicity story into the newspapers.

Another stunt that failed illustrates the thoroughness of the work of the free publicity seekers and the extent to which they annoy the

President and the White House staff. Even the insignia, attached to the doors of the President's automobile, are not exempt. These insignia are made of metal, and not long ago an association of metal manufacturers attempted, with the aid of a press agent, to secure photographs of the President's car for free publicity purposes. Since only the name of the metal was to be used in the caption, and not the name of any manufacturer, it was thought that the plan could be put over. The press agent tried to secure a photograph of the President in the car; but he did not succeed, although he caused not a little trouble and annoyance.

#### DECEPTION NOT NECESSARY

In several campaigns it appears that trickery and deception have failed where honest methods might have secured the President's co-operation. It is well-known that both President and Mrs. Coolidge are generously willing to aid purely philanthropic organizations and movements that are entirely in the public interest. Therefore, it may be logical to assume that the President would have been willing to have his photograph taken with an antique vehicle, once used by an early Chief Executive, if the motive had been disclosed. But the promoters of the enterprise said not a word about a photograph. They brought the vehicle to Washington, on its way to a celebration of national character, with the evident intention of securing all the free publicity possible. They took the vehicle to the President's office, after assuring the office staff that their object was merely to show President Coolidge an interesting and historical antique. Then, they insisted that the President step out of his office to the rear porch of the White House and seat himself in the vehicle. This, the President started to do, so the story goes, but he noticed several photographers ready with their cameras, and he courteously declined the invitation.

Strange as it may seem, many of the most flagrant infractions of

the rule are made possible by the use of the philanthropic appeal as a subterfuge. When conventions or meetings of philanthropic and benevolent organizations are held in Washington, it is customary for their officers to visit the White House and call on the President. Frequently, photographs are taken of groups of officers with the President. And sometimes photographs of the kind turn up in the newspapers with captions which indicate the commercial, rather than philanthropic, affiliations of the people involved.

Similar results have followed meetings and celebrations of memorial associations, and the awarding of medals and other prizes. The press agents have even staged public movements, in order to trick the President into a situation which may be used for free publicity. As a typical example, something over a year ago a citizen of the city of Washington accomplished a dramatic achievement in the field of sport, and a clever press agent made use of it to associate the President with the product of a manufacturer.

Much was written and said throughout the country about the achievement. The citizen quickly became a local hero, and the fact that he was responsible for getting Washington talked about in every city and hamlet was appreciated by all classes of people. Therefore, considerable interest was expressed regarding the announcement made by the newspapers that a popular subscription would be taken for the purpose of presenting the celebrated citizen with a suitable memento.

At about this time, the President was asked by a committee of leading citizens to make the presentation, and took the matter under advisement. Soon the story got out that all the money needed was in hand and, some days later, after a great deal of local publicity, the presentation was made by the President and the ceremony was generously photographed.

Later developments strongly indicated that the entire proceeding had been cleverly staged by a press

agent. No popular subscription was taken, or at least no mention of the amount so received was ever made publicly. The article donated was made by a prominent manufacturer. The photographs taken of the ceremony carried in the caption the advertised brand of the article, and a number of newspapers reproduced the photographs of the President making the presentation and ran the press agent's caption in connection with the picture.

A large number of people, probably more than 1,500, send gifts of one kind or another to the President every year. It is likely that the majority are not prompted by any ulterior motive whatever, as comparatively few secure publicity because of their offerings. But it is not uncommon for the press agents to seek these people out and tie up their donations in such a way as to secure free publicity for some product in the name of the President.

Foods of all kinds are among the most popular gifts. It is probable that all of the cakes, loaves of bread, preserves, jellies and pickles received by the White House during last year would fill a ten-ton truck. These gifts, as well as all others, are acknowledged by a member of the White House staff, and in every instance the letter plainly states that neither the gift nor the acknowledgment is to be used for any commercial or publicity purpose. Nevertheless, in a number of cases, press agents have used the donations as a basis for publicity yarns.

Usually their attempts are intended to result in free publicity for the brand of some ingredients used in the foods presented to the White House. It may be that Mrs. Soando has baked four cakes which she sent to four different Presidents, all out of the fullness of her heart and her pride in her cookery. The final disposition of the cakes is, of course, an eternal mystery. But the facts have not prevented press agents for manufacturers of ingredients used in baking cakes from misrepresenting the incidents for free publicity purposes. While a considerable num-

ber of stories of the kind have been broadcast by press agents, it has not been possible to locate one that was not a flagrant misrepresentation.

In practically every instance, the implication of the free publicity story is that the donor of the gift is an employee of the White House, or that she has been especially appointed because of the excellent quality of the things she makes. Her enthusiastic endorsement of the ingredient is always featured, of course, and a casual reading of several stories of the kind might convey the impression that the selection of the ingredient was because of the preference of the President or his wife.

#### TRYING TO SECURE A "PULL"

There appears to be no length to which the press agents will not go to secure publicity at the cost of the President's peace of mind. They do not hesitate to use Senatorial and other political influence to get the President into doing or saying something which can be used, and they have even misled a foreign ambassador into becoming a tool for securing a free publicity yarn involving the President. In the opinion of a well-known Washington press agent, a day never passes that one or more attempts are not made to violate the White House rule against press agency, and it would require a large book to describe the violations and attempted violations made during the last two years. This man explained that all press agents of the better class scrupulously live up to the rule, and said further that almost every week he refuses one or more commissions to secure White House publicity.

The manager of a celebrated firm of news photographers said practically the same thing in regard to his work. He registered a vigorous complaint against the press agents because their activities have a tendency to make legitimate news gathering more difficult.

That the methods used by the press agents in hounding the President have grown to be a national disgrace is the opinion of a newspaper man of Washington,

# Only one newspaper is needed to thoroughly cover **Philadelphia**

America's third largest market has the distinction, unique of all cities, in that only one newspaper is needed to reach "nearly everybody."

"Nearly everybody" means the investor, the producer, the consumer, his wife and family.

"Nearly everybody" means that by this one newspaper your advertising message will be carried into practically every home, every office, every store and every shop or factory in this area.

"Complete coverage" at only one outlay in a market that is prosperous, substantial and profitable is worthy your serious consideration.

## **Dominate Philadelphia**

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

# **The Evening Bulletin**

PHILADELPHIA'S NEWSPAPER

Average daily net paid circulation  
for the year 1926

**537,974** copies  
a day

The circulation of The Bulletin is larger than that of any daily or Sunday newspaper in Philadelphia and one of the largest in the United States.

New York.....247 Park Avenue (Park-Lexington Building)  
Chicago.....Verree & Conklin, Inc., 28 East Jackson Boulevard  
Detroit...C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard  
San Francisco..Thomas L. Emory, Verree & Conklin, Inc., 681 Market St.  
(Copyright 1927—Bulletin Company)



For Bigger and Better

# Dom

the richest market

You can reach nearly half of all the people in this Market who buy any New York evening paper through the New York Evening Journal—without duplication and at one cost.

## 7 Points of DOMINATION

1. CITY CIRCULATION—the Evening Journal's City Circulation exceeds the city circulation of the two evening papers combined.
2. BROOKLYN CIRCULATION—the Evening Journal's circulation in Brooklyn, Queens and Long Island exceeds that of all the Brooklyn daily papers combined!
3. UPTOWN NEW YORK CIRCULATION—Evening Journal sells over 100,000 copies each day in Harlem, Bronx, Washington Heights, Fordham and Westchester County in addition to many more thousands of Evening Journals purchased DOWNTOWN and carried home into these sections!

# NEW YORK EVENING JOURNAL

The largest evening newspaper circulation in America  
3c a copy daily—5c on Saturdays

# Business During 1927

# win at e

## in the United States

WESTCHESTER CIRCULATION—in this wealthiest suburban territory in the United States the Evening Journal outsells all other New York evening newspapers combined!

LONG ISLAND CIRCULATION—in 53 towns within New York suburban territory the Evening Journal outsells all New York morning or evening newspapers!

NEW JERSEY CIRCULATION—in 152 towns within New York suburban territory the Evening Journal outsells all other New York evening newspapers combined!

SUBURBAN CIRCULATION—throughout suburban New York within the fifty-mile shopping area the Evening Journal has more circulation than all the other New York evening papers combined!

CIRCULATION FOR SIX MONTHS ENDING SEPTEMBER 30th, 677,565 DAILY, NET PAID

*A daily gain of 41,779 over the same period last year.*

# Evening Journal

DOUBLE the circulation of the next New York evening paper  
PLUS 86,969

# Again First in the World in Advertising

## 34,030,570 LINES

**Published by The Detroit News  
in 1926**

For the third year in succession The Detroit News led all other metropolitan newspapers of the world in advertising lineage, exceeding in 1926 its own record of 1925 by 664,076 lines. For 13 years The Detroit News has also been either first, second or third in advertising in America. The volume of advertising published by The Detroit News in 1926 is the greatest regular lineage ever printed by any newspaper publishing six or seven issues a week and reflects not only the singular effectiveness of this newspaper as an advertising medium, but also the basic prosperity of Detroit and its position in the industrial world.

### How the Detroit News Leads the Leaders

|  | Lines      |                               | Lines      |
|--|------------|-------------------------------|------------|
| The Detroit News . . .                           | 34,030,570 | St. Louis Post-Dispatch       | 25,161,920 |
| Chicago Tribune . . .                            | 32,715,561 | Columbus Dispatch . . .       | 22,961,134 |
| New York Times . . .                             | 29,818,425 | **Chicago Daily News . . .    | 21,811,512 |
| Washington Star . . .                            | 28,900,824 | **Philadelphia Bulletin . . . | 20,698,656 |
| *Baltimore Sun ( <sup>Evening and Sunday</sup> ) | 26,665,348 | **Indianapolis News . . .     | 18,272,586 |
| Los Angeles Times . . .                          | 26,489,386 | Birmingham News . . .         | 18,220,272 |
| Pittsburgh Press . . .                           | 25,254,684 |                               |            |

\*The Baltimore Sun also carried 9,029,483 lines weekday mornings.

\*\*These papers have no Sunday edition.

*This remarkable leadership of The Detroit News is due to its effective coverage of the Detroit market. Practically every English speaking home in this territory takes The Detroit News. In fact no other city of Detroit's size or larger is so thoroughly covered by one newspaper as Detroit is by The News.*

# The Detroit News

The HOME newspaper

350,000 Sunday Circulation

320,000 Weekday Circulation

who has known the President rather intimately for a number of years. His belief is that if even one-half of the story were known to the American people they would promptly make their resentment manifest.

"President Coolidge," he said, "has an exalted regard for the dignity and responsibility of his high office. He fully realizes that it is the office, and not the man who happens to hold it, which the people reverence. Therefore, he feels that any attempt to use the interest of the people in his office for commercial purposes is a breach of faith.

"I am sure that no manufacturer who is an American citizen would attempt to use the President's good name for free publicity purposes, if he thought below the surface of the subject. The truth is that the President of the United States could make more than a million dollars a year during his term of office by endorsing manufactured products. But such a thing is almost unthinkable, for the reason that the President considers the influence of his office as above every price of influence or money. Therefore, any man who attempts to use the President's name for free publicity purposes, not only offers a gross insult to the Chief Executive of his country, but also attempts to steal an influence which cannot be secured honestly, and which cannot be purchased at any price."

### C. M. Campbell Advanced by Chicago "Tribune"

Chester M. Campbell has been appointed manager of the Eastern division of the national advertising department of the Chicago *Tribune*. He joined the staff of the Paris edition of the *Tribune* in 1921 and recently has been Western representative of the Eastern department at Chicago.

### S. M. Kinney Heads Berkey & Gay Sales Department

S. M. Kinney has joined the Berkey & Gay Furniture Company, Grand Rapids, Mich., as sales manager. He has been with George Harrison Phelps, Inc., Detroit, and previously was for eight years with the Curtis Publishing Company.

### E. E. Shumaker, New Victor Talking Machine President

Edward E. Shumaker was elected president of the Victor Talking Machine Company, Camden, N. J., when control of that company passed last week to Speyer & Company and J. & W. Seligman & Company, whose purchase of the Victor company was previously reported. Mr. Schumaker, who joined this organization in 1904, has been a director and vice-president in charge of sales and advertising. He succeeds Eldridge R. Johnson, who sold control of the company to the banking group. The following newly elected officers have all been connected with the Victor company: Belford G. Royal, chairman of the board; Eldridge R. F. Johnson, vice-president; Walter J. Staats, vice-president in charge of foreign business; Elmer C. Grimley, treasurer, and Edward K. MacEwan, secretary.

### New Pacific Coast Oil Merger to Advertise

The C. C. Julian Petroleum Corporation is merging with several other oil companies on the Pacific Coast which, after February 1, will operate as the California Eastern Oil Company. Newspapers and outdoor advertising will be used in a national campaign on a new product to be called Red Chief gasoline. The Los Angeles office of the F. A. Stearns Advertising Company will direct this advertising.

### Cream of Wheat Sales Company Formed

The Cream of Wheat Company, Minneapolis, has formed the Cream of Wheat Sales Company to handle the distribution of cereal products, including those of the parent company. The officers of the new sales company are: D. F. Bull, president; George B. Clifford, Jr., vice-president and secretary, and George V. Thompson, treasurer and general manager.

### H. A. Beach, Sales Manager, Freshman Radio

Harry A. Beach, recently Eastern sales manager of the Brunswick-Balke-Collender Company, Chicago, and for eleven years previous to that time with the Victor Talking Machine Company, Camden, N. J., has joined the Charles Freshman Company, Inc., New York, radio manufacturer, as sales manager.

### Glen Buck to Direct Campaign for New Product

The Nu-dex Products Company, Chicago, a new corporation which is putting a rug cleaner on the market, has appointed The Glen Buck Company, Chicago advertising agency, to direct its advertising account. Advertising will start at once in newspapers.

# Our Salesmen Switch Territories to Prevent Seasonal Slumps

The Outcome of This Plan Has Been to Increase Off-Season Sales by One-Third

By Thomas J. Grace

Sales Manager, Gorton-Pew Fisheries Company, Ltd.

I SUPPOSE there is hardly a sales manager in a seasonal line who does not figure that he has a problem on his hands to keep his good men busy and satisfied during the slack periods between the accepted selling seasons.

To begin with, many salesmen, especially in our line—and these observations of mine apply specifically to our specialties—are absolutely confident that there is no business to be obtained in the big cities during the summer season. This is almost, if not quite, true. The plan used by the Gorton-Pew Fisheries Company starts with the assumption that it is true.

Our salesmen operate in metropolitan centers during what we consider our real season—namely from Labor Day to the end of Lent. That is the period in which our men make hay. They work the big cities strenuously during this peak period and they have plenty to do. We do not care if they forget all about small towns and the rural sections. That's part of the plan.

After Easter, when the let-down in the fish business begins to be felt, our salesman finds business in the cities mighty slow. He knows "for a fact" that nothing can be done where he is. And that "some other section" is better.

Now it would be perfectly possible to switch the New York men to Chicago, the Chicago men to Boston, the Boston men to New York or something like that. But that would be very much like the story of the two salesmen friends who met by chance in Grand Central Terminal. When notes were compared, it appears that one was arriving from Chicago, the other en route to Chicago. Each was making a shift of territory at his own request because he believed

business to be at a standstill in his own town and full of big opportunities in the other fellow's territory.

We operate what I might call a "follow the consumer" plan.

There is only one reason why our business should slump off in the metropolitan centers in the summer—the very obvious reason that so many of our consumers have gone somewhere else. Somewhere else is usually one of two places—some section within commuting distance of the city, or, some out-and-out vacation locality at a decided distance from home.

So, as soon as the consumer exodus starts, we shift our men to sections within what might be considered summer commuting radius of their old centers. There they work the grocery field very thoroughly for a number of weeks, on the basis that the increase in summer population is made up largely of people whom the salesmen have served through the city groceries in the earlier season.

## A PROBATION PERIOD

This is more or less of a probation period, for the next move carries them a greater distance. For example, the New York City men go out on Long Island, up the Hudson River, to the Jersey Coast, the Connecticut shore and the Catskill sections in New York State. The Philadelphia men transfer operations to the Southern Jersey sections, Atlantic City, Delaware Water Gap and distinctly summer sections popular with Philadelphia folks. Baltimore salesmen move out to the Maryland Eastern shore. Then, for a period of time, they practically combine business with pleasure. While taking orders from grocers who are serving a large part of what has

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Mr. C. P. J. Mooney, the gifted editor and president of the Memphis Commercial Appeal, who died recently, as he was launching a new evening newspaper to be known as the Memphis Evening Appeal, paid *The News* a profound tribute. "I want the new paper," he said, "to be like The Indianapolis News—a cross between the Boston Transcript and the New York Sun."



## The Indianapolis News

FRANK T. CARROLL, *Advertising Director*

New York  
DAN A. CARROLL  
110 East 42nd St.

Chicago  
J. E. LUTZ  
The Tower Building

been the salesmen's city trade, they are getting a semi-vacation, in that they are removed from the heat and discomfort of the city.

This period carries through the peak of the hot months. Then the salesmen start back to their old stamping grounds, the city. The journey is not direct, however. They stop again in the commuting towns to renew orders and pick up new business. So by the time Labor Day arrives, they can pack up their grips and join the rush into Grand Central, South or Broad Street stations, just like any of the regular summer people who have not been combining business with vacation life.

I am convinced, also, that the average salesman selling a specialty to the retail grocery trade in the large centers will welcome an opportunity to get out into the open spaces in the summer months, even though the territory he regularly covers may be one where but few of his consumers go away for the summer. We have operated this plan regularly now for some time and our men look forward to the change with eagerness. In fact, some of them like the idea so much that they get in their bids weeks in advance—oftentimes before the snow and ice have disappeared from the country regions.

In our business, too, there is another very important reason for this practice. Our number of specialty or retail salesmen is not large. As a consequence, it is really essential to move some or most of them about so as to keep the jobber salesmen's interest actively alive, and to do helpful promotional work in the country sections as well as in the larger centers.

We will all agree, I am sure, that a real honest-to-goodness sales idea imparted to the buyer or proprietor of a good country store takes root more firmly and bears more fruit than the same idea passed along to the average city grocer. Our country friends have more time to consider suggestions. Usually they are not bothered so much in their daily routine as the big town grocer. Then, too, everything is budding in the country in the spring. The stores begin to

shake off their winter raiment. Stocks are moved around and spruced up. Everybody is looking forward with anticipation to good summer business. Consequently, the store manager is in a more receptive mood than many of the city folks.

Of course, it costs more to work those out-of-the-city sections but the increased volume is always more than sufficient to overcome that. As a matter of fact, every man understands clearly that his selling cost per case or per cent, however you figure it, must not be more than his average cost when working home territory.

I appreciate that this method of ours cannot be applied successfully by all manufacturers. But I do believe that this idea of "zoning" the salesmen's activities is basically sound, and is probably applicable to more than merely grocery specialties. We have faith in it because it has brought us results. While I cannot "figure" with exactness, I believe it is fair to assume that since we began using this method of keeping salesmen moving and satisfied, we have done one-third more business during our so-called "off" season.

#### Advanced to Vice-Presidency by Beaver Products Company

Joseph B. Cary and Warren Henley have been named vice-presidents of the Beaver Products Company, Inc., Buffalo, N. Y., Beaver wall board. Mr. Cary was formerly production manager and, as vice-president, will continue in charge of production. Mr. Henley, who was assistant to the president and manager of the gypsum division, will retain supervision of that department.

#### Oak Motor Oil Campaign Started

The Frontier Manufacturing Company, North Tonawanda, N. Y., manufacturer of Oak motor oil, has begun a national advertising campaign. J. Jay Fuller, Buffalo advertising agent, is directing this campaign. Newspaper, business-paper and outdoor advertising is being used.

#### H. E. Rose with Hupp Motor Company

H. E. Rose, formerly with the Van Alstyne Motor Corporation, New York, has joined the Hupp Motor Car Company, Detroit, as sales promotion manager.



## In Vogue's First Issue December 1892

Many advertisers have used Vogue with constantly increasing space for ten, twenty, or thirty years.

B. Altman & Company's advertisement reproduced above, appeared in Vogue's first issue—December 17, 1892—over thirty-four years ago.

During 1926, B. Altman & Company's schedule in Vogue totaled twenty-one pages.

# VOGUE

*One of the Condé Nast Group  
All members of the Audit Bureau of Circulations*

No. 6 in a Series

# Does Your “Square” with

## Daily Papers

**Fact 1.** The real picture of the Boston newspaper situation is obtained by comparing combinations with combinations rather than with individual morning or evening papers—by forming *optional* combinations of the leading morning and evening papers for fair comparison with *compulsory* combinations.

**Fact 2.** The *optional* combinations lead the *compulsory* combinations by a wide margin in total circulation, gain in circulation, and they have a lower milline rate.

| Combination  | Circulation | Year's Gain<br>or Loss, | Milline |
|--|-------------|-------------------------|---------|
| 1st combination ( <i>optional</i> )<br>American and Post               | 655,300     | 52,893 gain             | 1.68    |
| 2nd combination ( <i>optional</i> )<br>American and Advertiser         | 415,584     | 61,127 gain             | 1.68    |
| 3rd combination ( <i>compulsory</i> )<br>Globe, Evening and<br>Morning | 273,240     | 5,532 loss              | 1.83    |
| 4th combination ( <i>compulsory</i> )<br>Traveler and Herald           | 250,998     | 14,941 gain             | 1.99    |

## Boston American Boston Advertiser

# Boston List These Facts?

## Sunday Papers

Fact 1. Every Sunday the Advertiser sells 151,102 more than the Sunday Post, 168,193 more than the Sunday Globe, and nearly four times the number sold by the Sunday Herald.

Fact 2. The circulation of the Sunday Advertiser within fifty miles of Boston is greater than the total circulation everywhere of the second largest Boston Sunday newspaper. The Sunday Advertiser offers by far the largest circulation, greatest gain and the lowest milline rate:

| Paper             | Circulation | Year's Gain or Loss as of Oct. 1. | Milline |
|-------------------|-------------|-----------------------------------|---------|
| Sunday Advertiser | 490,588     | 17,663 gain                       | 1.53    |
| Sunday Post       | 339,486     | 2,832 loss                        | 1.62    |
| Sunday Globe      | 322,395     | 400 gain                          | 1.72    |
| Sunday Herald     | 122,750     | 1,868 gain                        | 3.26    |



## Boston Sunday Advertiser

# Getting a good start on 1927

For most people 1926 was a pretty good year. Now it is our task to make 1927 a better one.

As an effective means of increasing business, advertising direct to the consumer has a high place. Out of our wide experience we have gained much practical information. Some of which might be of help to you.

It's yours for the asking.

**CHARLES FRANCIS PRESS**

461 Eighth Avenue      Telephone Lackawanna 4300

Printing Crafts Building, New York

# Perhaps High-Pressure Selling Will Succeed in England

This Old-Established English Soap Company Put a New Soap on the English Market in Record-Breaking Time and Used Some Powerful Sales Tactics in Doing So

By Thomas Russell

London (England) Correspondent of PRINTERS' INK

**B**RITISH housewives buy an enormous tonnage of laundry soap, mostly from a group of manufacturers unified by the late Viscount Leverhulme, who founded Lever Brothers and Port Sunlight. This household soap business is a strange trade. Even before the combine was formed different manufacturers seem to have parceled out the Kingdom between them.

At this time, the old-established firm of Thomas Hedley & Co., Ltd.,—founded in 1838 at Newcastle-upon-Tyne—had been making many varieties of soap, including one or two that enjoyed a local sale and were advertised a little in their own neighborhood. At the end of the war they took over works at Elland, Wath-on-Dearne and Birmingham.

Ambition stirred in their bosom, not unconnected with the appointment of new officers. The laboratories of all three concerns went to work to locate what there might be in the science of soap-boiling that might produce a new soap of distinctive merits. Research in this direction produced, after many disappointments, a pleasant-colored pale green mass whose distinctive characteristic was a high proportion of olive oil. The process that had been worked out enabled this

soap to be made without resin, and when tried in commercial laundries, it gave very excellent results as a detergent. Its neutral character made it particularly pleasing in the home laundry, as it was noticeably bland and softening to the hands of the workers. Notwithstanding the high cost of the olive oil ingredient, the soap could be manufactured on a commercial scale to sell at the standard price of first-grade household soap. "Fairy"—an old trade-mark of the Hedley company—was adopted as the title.

By a combination of good judgment and good sales management the market was covered in less than three months, and before a line of advertising had appeared. This is how:

The Hedley factories had numerous traveling men on the road selling many unbranded and dealer-named soaps. Then entire force was turned over to "Fairy" and the sales manager performed the remarkable feat of doubling this sales force in less than a month, appointing none but experienced men. Liberal terms were made. It was May when the force would be complete. The first advertising was scheduled for August 27. Not to have the soap on sale by at least the best dealers before the

It is the general idea that most of the particularly forceful sales stimulation methods used in this country could not be employed without disastrous results in England. The Englishman is an ultra-conservative, we have been told time and time again, and will not respond to rapid-fire, brass band selling practices.

Perhaps this theory needs revision. In any event, here is an account of the exceptionally splendid results secured by an English soap company which used typical high-pressure plans in putting a new soap on the English market in record-breaking time.

Jan. 13, 1927

zero day would have meant much more expense than a few hundred pounds-worth pay to salesmen.

A complete advertising scheme had been approved before this, comprising full pages, triple-column ten-inch, and double-column ten-inch spaces, exclusively in daily papers of London and the provincial towns. Several commercial studios had worked out art treatments, and a wonderful cut-out for dealers' windows was being printed. By May, proofs of the advertising were ready, the sales force was ready, and nobody outside the factory, the advertising agency and the advertisement consultant on the job knew what was brewing. Proofs of the advertising were bound in strong portfolios, one for every traveling man.

Then the whole of the force was called to Newcastle, to hear for the first time what had to be sold, see and handle the product, and be addressed by the officers. The pack—for a carton of strikingly original design had been provided—and the soap were handed out and then the men, all experienced soap salesmen, were asked their opinion of the article. If the proposition had to be sold to them, there were men ready to do it.

But this was not needed. The product sold itself to the sales force at sight. Next, a smart

move was staged by the managing director and sales manager. Every salesman, in turn, was required to stand up, name the territory assigned to him, and state the tonnage of Fairy Soap that he undertook to sell by zero day. The figures were noted by the accountant-general of the company, and with a final warning not to let competitors' salesmen learn the

BE ONE OF THE FIRST MILLION WHO  
FAIRY SOAP MAKES YOU WASH DAY

# Fairy Soap

OLIVE OIL

For Clothes & Skin - for Everything

The New Olive Oil Household Soap

**Fairy Soap**, which we ask you to try at our risk, is the result of years of experience in manufacturing in one of the oldest soap-mills in the Kingdom. For years we used every known means to make household soap wash better without washing and soaping the family clothes. Then we found the secret—Olive Oil. Olive Oil, from the Alps and the Mediterranean, makes this special "Fairy Soap" produce the best soap known. Use it to wash clothes, and you will be surprised at how well they come out and how soft and smooth. Use it to wash family, even in "hard" water, then look at your hands, how smooth and white it leaves them! Use it to wash your face, and you will find that it removes the last particles of dirt and oil. Use it to wash children with your nose-when little ones eat dirty vegetables. Use it to wash clothes, even in "hard" water, then look at your hands, how smooth and white it leaves them! Use it to wash clothes, even in "hard" water, then look at your hands, how smooth and white it leaves them! Use it to wash clothes, even in "hard" water, then look at your hands, how smooth and white it leaves them!

**A Free Gift  
of  
ONE MILLION  
Hand Tablets**

**Money Back Guarantee**

If, after trying Fairy Soap, you are not satisfied with the product, return the soap to us and we will refund the purchase price, plus postage. This guarantee lasts for three months.

Price 1/- per lb. 10/- per dozen.

10 oz. 1/- 12 oz. 1/-

Printed in England

1000 HAVE BEEN MAKING SOAP FOR NEARLY 100 YEARS

THIS PIECE OF COPY INDICATES THAT TYPOGRAPHY AND LAYOUT IN ENGLAND MAY BE MOST LIVELY

extent of their success, the force left for a tour of the works. A banquet in the evening wound up the affair. One of the features was the Fairy Soap song, with a rousing chorus.

Such were the preparations. The result ceased to be doubtful within a fortnight. Every single salesman was exceeding his own quota.

# Selling Food to Mrs. Chicago

Established less than three years ago, the Monday Food Pages of the Chicago Evening American today enjoy a tremendous following at the hands of Chicago housewives. This reader interest naturally means much to food advertisers.

Each week Mrs. Anna Peterson, nationally known writer and authority on food subjects, contributes articles and menus to the Monday Food Pages. She is assisted by a staff thoroughly familiar with all matters pertaining to the home and kitchen.

Each Monday these Food Pages reach housewives with purchasing impulse and purchasing power. They have demonstrated their superior selling ability in a market where more than a million dollars a day are expended for food products.

*The direct route to increased sales in Chicago is the Monday Food Section of the*

**CHICAGO EVENING AMERICAN**

A good newspaper

By the end of the sixth week, the entire visible supply of olive oil had been cornered, and all three factories were working three eight-hour shifts a day to meet the requirements of the sales department. The managing director hurried to the Mediterranean to buy olive oil to be independent of usual supplies but in spite of everything, the demand shattered all precautions and within a fortnight of the appearance of the first advertisement it was necessary to use the space under contract to apologise to consumers unable to obtain supplies.

This is a striking proof of what newspaper advertising, backed by good sales management can do: but the fact must not be overlooked that the Hedley salesmen had also a product of distinctive merit to offer, and an unusually attractive pack. It is also true, however, that they put Fairy Soap on the map in the teeth of the most powerful competition in the Kingdom.

#### **Herbert H. Smith Joins N. W. Ayer & Son**

Herbert H. Smith, for several years general director of the department of publicity of the board of Christian education of the Presbyterian Church, has joined the copy department of N. W. Ayer & Son.

#### **Bates Shoe Account to Arthur Hirshon Company**

The A. J. Bates Shoe Company, Webster, Mass., men's shoes, has placed its advertising account with The Arthur Hirshon Company, Inc., New York advertising agency. Newspapers, magazines and business papers will be used.

#### **J. R. Crawford with Bright Star Battery Company**

J. R. Crawford, recently general sales manager of the National Carbon Company, New York, has joined the Bright Star Battery Company, Hoboken, N. J., in a similar capacity.

#### **Shovel Account for Powers-House Agency**

The Thew Shovel Company, Lorain, Ohio, has appointed The Powers-House Company, Cleveland advertising agency, to direct its advertising account.

#### **Maine Central Railroad Appoints McSweeney Agency**

The Maine Central Railroad has appointed the Eugene M. McSweeney Company, Boston advertising agency, as its advertising counsel. This account includes the Samoset Hotel Company, which operates The Samoset at Rockland Breakwater and The Mount Kineo at Moosehead Lake.

The Maine Central contemplates a year-round advertising program to feature the recreational, agricultural and industrial advantages of the territory it serves. The plan for the new year covers a wide range of mediums throughout the East and South and will be more extensive than the campaigns of previous years.

#### **Western Newspaper Campaign Planned**

Newspapers will be used in a campaign now being planned by the Monolithic Portland Cement Company on its waterproof plastic cement. The campaign will cover various cities in the Rocky Mountain States and the Southwest. The Los Angeles office of the L. S. Gillham Company, Inc., advertising agency, is directing this account.

#### **E. H. Schwab, President, Splitdorf Electrical**

E. H. Schwab has been elected president of the Splitdorf Electrical Company, Newark, N. J., automotive electrical specialties, radio apparatus, etc. He has been chairman of the board of directors and succeeds M. W. Bartlett, retired.

#### **Made Vice-President of Corn Products Refining Company**

E. E. Van Sickle, general manager of the bulk sales department of the Corn Products Refining Company, New York, Karo, Mazola, Argo starch, etc., has been elected vice-president. He has been with this company for many years.

#### **William Grossman, Sales Manager, Mohawk Brush Company**

William Grossman has been appointed sales manager of the Mohawk Brush Company, Albany, N. Y. He has been associated with the Kyoto Manufacturing & Trading Company, New York, for over twenty years.

#### **Abercrombie & Fitch Appoint Frank Presbrey**

The Abercrombie & Fitch Company, New York, sporting goods, has appointed the Frank Presbrey Company, New York advertising agency, to direct its advertising account.

# Boston Newspapers Set a New Record

1926 witnessed the largest volume of national advertising ever carried by Boston newspapers.

1926 set a new Herald-Traveller record of 5,519,066 lines of national advertising, including all financial—the greatest total yet attained, and a lead of 1,044,627 lines over the second paper.

1926 witnessed the sixth consecutive year of Herald-Traveller leadership over all Boston daily newspapers.

*Where advertising pays—it stays—and grows*

Total National lineage, including all financial in Boston newspapers, 1926:

|                               |           |
|-------------------------------|-----------|
| Herald (7 days) . . . . .     | 5,519,066 |
| Post (7 days) . . . . .       | 4,474,439 |
| Globe (7 days) . . . . .      | 3,728,707 |
| Transcript (6 days) . . . . . | 2,530,329 |
| American (6 days) . . . . .   | 1,412,029 |
| Advertiser (7 days) . . . . . | 1,541,385 |

## BOSTON HERALD-TRAVELER



Advertising Representatives

**GEORGE A. McDEVITT CO.**

250 Park Ave., New York

People's Gas Bldg., Chicago



# Here's a buying are you going to fill in

—And the YOU means YOU, Mr. Space Buyer of "the one best agency". The A. E. and A. M., too.

We want to introduce J. C. Banbury, one of the 815,000 farmers who buy *Capper's Farmer*—and who in turn, buy your clients' products.

Banbury operates a Kansas farm. Caught in a serious price slump, he faced the urgent need of moving his purebreds with greater efficiency. Motor trucks solved his problem.

This month thousands of Banbury's Middle Western "neighbors" are reading his story in *Capper's Farmer*. Like Banbury, they're intelligent, always "on the look" for improvements, ready to adopt new appliances for their farms and families. And with purchasing ability to do it!



Sell  
this  
Territory  
thru

# Capper's

Published at Topeka, Kansas

THE MIDRIFF OF THE WORLD IN

by Art

THI

# frame of mind the picture ??

## CAPPERGRAMS

The 13 Midwestern States covered by *Capper's Farmer* have only 38.8% of the total farms in the United States, yet they possess  
 53.0% of the farm-owned motor cars and trucks  
 61.9% of the tractors  
 58.3% of the value of farm property  
 52.3% of the value of implements and machinery  
 62.1% of the value of land  
 57.7% of the value of livestock  
 As for rural buying power, their income is almost equal to that of the rest of the United States combined.

That's why many of them will follow Banbury's example and invest in a motor truck. That's why certain manufacturers advertising in *Capper's Farmer* will benefit—International and Durant Trucks, Firestone and United States Tires, Weet Bumpers, En-Ar-Co and Tide Water Motor Oils, Alemite, McKay Tire Chains, Eveready Batteries and Weed Chains.

Every issue of *Capper's Farmer* creates a buying frame of mind for a wide variety of farm and household necessities—from motor trucks and milking machines to window shades and wall paper. It's the *Printers' Ink* of Midwest farmers—a real trade paper for farmers by farmers.

*Are YOU going to fill in the picture?*

# Farmer

M. L. Crowther  
 Advertising Manager  
 815,000 Circulation

by Arthur Capper

THE MIDWEST OF THE NATION

despite the  
very little difference  
between the  
local circulations  
of the two evening  
newspapers of  
Detroit there is  
too little overlapping  
to warrant  
belief that either  
one can "cover"  
the market *alone*

P. S.—  
This is an adver-  
tisement of the  
Detroit Times

# Kraft Cheese Shows How to Tame the Substitution Menace

Three Methods Were Worked Out Which Proved Effective in Combating Substitution

By John H. Kraft

Vice-President, Kraft Cheese Company

EDUCATION, as someone has sagely observed, is a slow process.

A little more than two years ago a new realization of that fact hit us. It hit hard and unexpectedly. Finally, it led us to radical changes in some of our basic sales-promotion policies. Those changes have kept our sales climbing steadily since that time, instead of zigzagging erratically and aimlessly across the sales chart.

This is what we learned about the education of a market. For five years we had spent annually an amount ranging from \$40,000 to \$500,000 to tell consumers what we knew about the food value of cheese—Kraft cheese in particular. Month after month, appetite-provoking copy and illustrations appeared in a list of magazines and newspapers that grew as time went on.

Our sales grew, too, in spite of plenty of competition. We assumed and logically, we believed, that we were educating consumers to eat more cheese. There were sales records to back up the conviction that consumers were well aware of the superior quality of our product. Then we discovered, the sales records notwithstanding, that we had not educated consumers with sufficient thoroughness. The job was only half done. Countless purchasers were asking for Kraft cheese at retail stores as a result of our advertising. But because education is such a leisurely gaited process, they were being offered and were accepting something else in a number of cases large enough to give any manufacturer serious concern.

We have developed three methods which have proved to be effective in fighting substitution. They are:

1. Brand advertising. This emphasizes our name and our package pictorially. The accompanying copy tells the reader as simply as it can be told how to get Kraft cheese. This advertising to consumers is our best insurance that sales will not go astray, once we have built up confidence in our products.

2. Packaging that is distinctive and individual so far as possible. Good display of our packages made more certain by counter racks.

3. The direct contact of the sales force with retail dealers and jobbers. A well-trained salesman produces, in addition to orders, friendly and loyal dealers. We try to show the dealer that sacrificing the possibilities for permanent and growing profits to temporary gain is the negation of sound merchandising.

Substitution and imitation are weeds as old as competition itself. No one but a visionary expects merchandising to rid itself entirely of these practices. Nevertheless, there would be a more general and certainly a more vigorous move to stamp them out if more advertisers, in addition to those who produce advertising and gain their livelihood from it, realized how substitution and imitation add to advertising's cost and lessen its effectiveness.

Let us assume a manufacturer spends \$75,000 a year for advertising or 3 per cent of his sales which, in this case, amount to \$2,500,000. Believing the field well enough plowed to buy more of his product, he decides to spend \$100,000 the next year. To maintain his advertising expense at 3 per cent, his sales must be \$3,333,000. But several imitators and substitutes enter the race. They offer the trade a longer profit and extra

discounts on a product which they say is just as good or practically the same as the advertised brand. The result is that the first manufacturer is lucky to sell his usual volume of \$2,500,000 worth of his merchandise. He has spent \$100,000 for advertising and his advertising cost has risen from 3 to 4 per cent. Naturally, his ready conclusion, until the facts find their way to him, is that advertising is becoming too expensive an operation for him to continue. He begins to wonder if he has not reached the point of diminishing returns from which his future advertising dollars will buy less and less sales volume.

#### WHAT TO DO

When advertising establishes consumer confidence in a worthy piece of merchandise and anything except decent competition steps in to sidetrack the sale of it, isn't it time for advertisers and others to whom advertising is bread and butter to do something? Selling executives all wonder what can be done to keep down costs of distribution. They are often inclined, if any semblance of a reason exists, to turn a cold and critical eye on advertising expenditures. Advertising is still remote, most of us will agree, from the exact sciences. One of the several reasons for its inexactness would be removed, if all advertising men should undertake to put a halter on substitution.

In the last five years the Kraft Cheese Company has grown at a surprising rate. All of us connected with the management understand the causes that underlie this growth. They are, in their simplest terms, a quality product plus sound merchandising ideas and advertising. It took us a good many years to reach the point where we felt that we had the sales organization and the distribution to justify advertising nationally.

Some idea of how profitable it was for us to go slow until we knew pretty definitely where we were going can be gained from realizing that 76 per cent of the company's growth since 1910 has

come in the last four years. We spent twelve years building foundations. At the end of 1922, we were selling \$12,000,000 worth of cheese a year. Now, at the end of 1926, our net sales will amount to somewhere around \$40,000,000 for the year.

During the early years of our real expansion it was not necessary for us to pay much heed to competition. What competition existed was largely localized. At best, it was not organized to sell aggressively, and there were few trademarked varieties of cheese on the market. Our first advertising was designed to sell cheese. Let me skip a mass of interesting but somewhat irrelevant detail and say briefly that it succeeded. Before long we found our advertising succeeding to the point where it actually hurt.

Swiss cheese, up to a few years ago, was always sold to the retailer in a 125-pound wheel or a 25-pound block. American and Cheddar cheese came in 20-to 80-pound units. We believed we saw possibilities of profits in putting cheese up in small unit packages, although we recognized that such a change in merchandising practice would run into prejudice and other obstacles. In 1920, we decided at last to market a 5-pound loaf of factory-made, pasteurized, correctly ripened cheese of high quality. This decision made it necessary for us to organize a sales force, to begin advertising on a big scale and to build up contacts with food retailers and jobbers. As a further aid to a good start we gave away more samples in 1920 and 1921 than a good many manufacturers produce now from one year's end to another's.

As I have already said, we advertised Kraft cheese, its quality and uniform flavor, the fact that it was ripened properly and pasteurized before being offered for sale. We advertised new recipes and new uses for cheese, thereby widening the market. From one advertisement in three women's magazines about three years ago we received more than 125,000 coupon replies and this interest was reflected, naturally enough, in sales

# From a Valued Contemporary

**I**N its first issue of the new year, introducing a "Roll of Honor for 1926," *The Nation* states:

"We list below a number of Americans who seem to us to have deserved well of their countrymen and the world."

Heading the division of Journalism, we find the following citation :

"The Editors of the New York **WORLD**, for the crusading devotion to liberal ideals which makes of their daily the finest public servant in the urban press of the North."

Readers who know *The Nation* will recognize this tribute as being based on sane and mature deliberation which encompassed the entire press of the country.

**The**  **World**

NEW YORK

Pulitzer Building  
New York

Tribune Tower  
Chicago



growth. Jobbers and dealers gladly stocked our merchandise because of the celerity with which their stocks turned. Our small but fast-moving sales force, armed with the story of our advertising and the facts covering what alert merchandisers had done with Kraft cheese, opened up territory after territory. As long as three years ago we had stocks in 85 per cent of all the groceries and delicatessen shops in the country. We were advertising to consumers in 250 newspapers in 100 cities as well as in national magazines. Before long, Kraft cheese began to be talked of as an outstanding advertising success.

HORTATORY COPY HAS BEEN STUDIOUSLY AVOIDED

At our sales convention in 1924 I recall hearing John H. Platt, our advertising manager, talk to the force. Explaining our advertising, he said: "You may have noticed that we do not command or urge the reader to buy, that we do not seem to be trying to sell in our advertising copy. You may hear it criticized for this. Some of the advertising experts may tell you that it lacks what they call 'punch.'

"It doesn't tell how big we have become, how much business we do or how the public is falling over itself to buy our goods. I'll tell you why. The surest way to lose sales is to appear over-anxious to sell. Our copy does not try to force goods on readers. We only try to convince them that they will benefit by possessing the goods. If we can convince them of that, they will welcome the chance to buy. But to convince, your statements must be honest, straightforward and sincere. Sincerity is never noisy, never boastful. That is an old principle and a simple one, yet very few advertisers apparently have ever discovered it. We assume that the reader would not buy inferior goods if he knew about ours, and we seek to do him a service by telling him about ours."

I quote Mr. Platt here not so much to direct attention to his sound advertising philosophy as to indicate by means of it that we actually had arrived at the point where we could talk in our adver-

tising without raising or straining our voices. We had educated a market nationally. What we did not realize at the time was that this education, instead of being solid, was largely veneer.

It did not take long for competitors to follow our lead in bringing out a foil-wrapped 5-pound package resembling ours. We had patented the use of a foil-lined box as a mold and container. Also the method of pasteurization. Whether or not our priority rights are infringed by other manufacturers adopting this feature has not yet been determined by the courts. Regardless of that, we began to feel the effects of little known brands of cheese being offered to the public in trade dresses similar to the one we had originated. From our advertising, we learned, many people had somehow gathered the idea that Kraft was a generic term applied to all cheese sold in the form and wrapping we had illustrated in our copy.

That there was deliberate imitation of our package in some cases cannot be seriously doubted. However, competing manufacturers did not, of course, sell their product as Kraft cheese to jobbers or dealers. Occasionally we found a jobber giving his retail customer some other product when the latter asked for Kraft, but for the most part the dealer was to blame for substitution. Sometimes he sold his customers substitutes without realizing fully what he was doing. A jobber's salesman, it may be, had told him that we controlled the cheese market or that we owned the company that put out another brand. Unquestioning, the dealer accepted that story. Afterward, he would tell his customer who had been led by our advertising to ask for Kraft cheese: "They're all the same, lady. Kraft makes them all."

But substitution by the retail dealer was not always a matter of accident or ignorance. Competitors found it possible to sell dealers low-grade cheese that looked like ours and dealers found it possible to pass this off on purchasers at a long profit as Kraft cheese. The practice of this deception was

# \$3,600 to \$154,782.21

"**T**HAT'S a lot of money to spend in one magazine," he objected.

"But look at the results we have been getting," insisted his associate.

The Lambert Pharmacal Company tested True Story's new market with a \$3,600 appropriation.

In 1926 they spent \$154,782.21 . . . in True Story Magazine, alone!

A fortune in *one* magazine. But that magazine is bought by 2,000,000 families, who, for the most part, read *no other* big national

magazine; 2,000,000 buying men and women who, at one stroke have found prosperity and a national magazine *simply* enough written to enjoy; 2,000,000 magazine advertising prospects who can be reached *only* through True Story.

Any new market is worth a space buyer's notice—but when that new market contains more families than *eight* entire States, it commands the lion's share of any advertising appropriation.

Look over the current issue of True Story. A card will bring it without obligation.

144 TRUE STORY MAGAZINE

**WATCH YOUR THROAT!**

**Don't let it become serious!**

**LISTERINE**  
—the safe antiseptic

At you probably know, certain harmful bacteria are extremely fond of the mouth and throat. After eating grapes, prunes or any fruit, these disease germs may often get the upper hand and multiply more rapidly than the good bacteria. At such times your throat becomes tender. —Nature's way of telling you there is danger ahead.

Periodically at this time of year everyone must wash

the throat very carefully. The ideal mouth and throat protection is the Listerine line of Listerine, the safe antiseptic.

It is regular use by the entire family, as a mouth wash and gargle, is an easy way to be on the safe side.

Also, often the sniffles, the colds, the sore throat, the earaches, the sinus conditions, toothache can all be relieved by the use of Listerine. Listerine Pharmacal Company, St. Louis, U. S. A.



More people pay  
more money for  
True Story at the  
newsstands than for  
any other magazine  
in the world.

# True Story

*the NEW market*

1926 Broadway, N. Y. C.

# 19,860,920

The Times-Picayune topped its own record-breaking records again! 1926 piled up a total of 19,860,920 lines of paid advertising—the greatest volume ever published in one year by a New Orleans newspaper. This was

# 1,772,066

lines in excess of the high water mark reached by The Times-Picayune in 1925.

The Times-Picayune's gain during 1926 over the previous year was not only greater than that of any other New Orleans newspaper but was far in excess of the combined gains of the other two seven-day papers.

In practically every standard classification of advertising during 1926, The Times-Picayune lead all other New Orleans newspapers.

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# 0 Lines in 1926

## Advertising Linage

### New Orleans Newspapers, 1926

|   | 1926       | 1925       | Gain      |
|---|------------|------------|-----------|
| The Times-Picayune<br><i>(Morning and Sunday)</i> | 19,860,920 | 18,088,854 | 1,772,066 |
| The Item<br><i>(Evening and Sunday)</i>           | 10,700,551 | 10,021,772 | 678,779   |
| The States<br><i>(Evening and Sunday)</i>         | 9,787,445  | 9,092,665  | 694,780   |
| The Tribune<br><i>(Week-Day Mornings)</i>         | 6,965,773  | 6,186,978  | 778,795   |

\*Item and Tribune figures do not include city printing published exclusively in those papers on a low bid basis.

Figures furnished by the New Orleans Publishers' Association.

New Orleans is prosperous — and The Times-Picayune guides the expenditure of an almost unbelievable percentage of New Orleans' wealth. Completing the 90th year of its service this month The Times-Picayune is not only sustaining but increasing its dominance in this field in advertising, in readership loyalty and in circulation—city and market radius, daily and Sunday and in home delivered. Times-Picayune circulation is without duplicated, or waste, circulation.

## The Times-Picayune

IN NEW ORLEANS

Representatives: Cone, Rothenburg and Noee, Inc.  
Pacific Coast Representative: R. J. Bidwell Co.



## Reach Key Women on NATION'S FARMS -

Farm trade dominates retail sales in more than fourteen thousand towns. Show these dealers farm demand and they will stock your brand.

Women do 90% of the buying in farm homes. The effective way to build brand acquaintanceship is to make your product known to the outstanding women who lead in their communities.

Women of this type read publications that help make them better home-makers and better neighbors. They read **THE FARMER'S WIFE** because it sees life through the eyes of the farm woman. This unusual publication has more than 800,000 subscribers.

## THE **FARMER'S WIFE**

A Magazine for Farm Women

Webb Publishing Company, Publishers  
St. Paul, Minn.

Western Representatives  
Standard Farm Papers, Inc.,  
307 N. Michigan Ave.  
Chicago, Ill.

Member Audit Bureau of Circulations

Eastern Representatives  
Wallace C. Richardson, Inc.,  
250 Park Avenue  
New York City

not local to any section or territory. We found it occurring in Canada and in foreign countries in addition to this country.

Starting along in 1919, our advertising had increased the number of uses for cheese and opened up a potential market that grew like magic. In 1919, our sales were just about at the \$10,000,000 mark. The increase for the next two years was slight, but in 1922 sales jumped \$8,000,000. The next year they forged ahead \$6,000,000. In 1924, there was another increase of \$7,-000,000 to the \$31,000,000 mark. Women had cooked cheese with macaroni, had used it in making sandwiches or had served it with pie for years. Our advertising taught them innumerable new uses, but it had not, up to this time, educated them to look for the Kraft label. The need for changing our advertising appeal to protect ourselves and our customers against substitution and imitation showed itself to us clearly a little over two years ago.

#### THEN THE PACKAGE WAS ADVERTISED

We had stressed the appetite appeal in copy and illustrations. Now we began to identify our product to the consumer. The appetite appeal went into the background and we centered the spotlight on our package just as the purchaser would see it on the dealer's counter. Such copy as now appeared with the large color illustration of our package stressed the importance of getting cheese with our trade-mark on the wrapper. We avoided saying "Insist on the Kraft label" or "Beware of Substitutes." We felt that the buying public had been surfeited with that sort of tarnished warning until it had lost its force.

So we try in our copy to lead the reader into realizing what our name on a package of cheese stands for. We show him why we are able to do more than merely claim quality for our product. We want to make people think and advertising that shows our package, in colors where that is possible, together with pointed copy, is producing that result.

A second method of making it

hard for the substitutor to operate successfully lies in better display of merchandise in the retail dealer's store. We produce our own wooden boxes in our own factory. It was not a difficult matter, therefore, for us to devise and build a small wooden display rack to hold the smaller sizes of our packages. The rack we have adopted holds two dozen half-pound packages and occupies less than two square feet of space on the counter. We are giving it to dealers, believing that any aid to the display of our packages on the counter will head off substitution before it can get a start in many cases. Where the customer asks for an item of merchandise there is always a chance for the unscrupulous dealer to get in a word about something else that is "just as good." Even when advertising has half sold a woman on a product, she is susceptible to her dealer's argument, especially if she places some confidence in him. If, on the other hand, merchandise is displayed and the customer can pick it up or point directly to it, the store clerk has less chance to switch the request. Good counter or shelf display minimizes substitution's chances of reaching the menace stage.

Our salesmen discover it rather quickly when a dealer begins to develop the substituting habit. Where substitution is repeated and malicious, recourse to more aggressive measures becomes necessary. We have made capital out of one or two Canadian decisions handed down in our favor by advertising the facts to the trade. Everyone sees advertising of this character. It is read. Its effects may be traced. We have tried to avoid vindictiveness in this type of copy. After all, we are not anxious to punish the offender in print. Our chief aim is to warn other dealers away from the folly of substitution; there is nothing difficult about giving force to that warning without turning bitter.

Like many other national advertisers we have put our capital, our integrity and our energy into one thing—our business. To make that business grow and continue to grow we must influence the customer to

buy, not once, but repeatedly. The aim of our advertising is to inform the customer first and to remind him afterward. To claim quality for our product and meaning for our trade-mark in advertising that costs hundreds of thousands of dollars each year would be a foolish risk of both energy and money if those claims did not rest on solid bed rock.

The education of a market is a slow, laborious and frequently expensive process. Well planned, well executed advertising tends to speed it up. Nevertheless, the competition among all advertisers for the consumer's attention is so keen today that we must watch the efficiency of our advertising dollars more closely than ever. We like to look on advertising as an investment rather than an out-and-out expense. It is an investment so long as it returns fair dividends. Where substitution and imitation find it possible to exist, those dividends will be menaced and advertising will not pay its way. And that point, I believe, merits the earnest attention of advertisers and the producers and sellers of advertising.

### H. B. Winne Elected Kyanize Vice-President

Harry B. Winne, sales manager, has been elected vice-president in charge of sales of the Boston Varnish Company, Everett, Mass., Kyanize varnish and enamels. He is also a member of the board of directors. Mr. Winne has long been associated with the sales staff which he joined as a traveling salesman.

### Eastern Campaign for Diana and Moon Motors

Newspapers and painted bulletins will be used in a campaign covering the Eastern territory which will be conducted on the Diana Eight and the Moon Six motors. This campaign will be directed by the New York office of Grace & Holliday, Detroit advertising agency.

### A. S. More with Indiana Truck Corporation

A. S. More, formerly president of the Selden Truck Corporation, Rochester, N. Y., has been made vice-president and general manager of the Indiana Truck Corporation, Marion, Ind.

### Shall We Bury "House Organs"?

HARTFORD FIRE INSURANCE COMPANY  
HARTFORD, CONN., DEC. 30, 1926.

*Editor of PRINTERS' INK:*

I wonder if Friend F. L. Pierce, reading your comment (page 13; December 23, 1926) caught a word in the third line that will apply even to his imitation of typewritten matter. The editors of the Hartford Advertising Club have gone on record with a pledge to call these things "publications," company "publications," association "publications," club "publications" and the like, and I must say that at no time in the last twenty-some-odd years have I got much thrill out of being called a "house organ editor."

I hope a movement to change hits the Direct Mail Advertising Association or any other group that may help bury the idea of "house organ."

J. W. LONGNECKER,  
*Advertising Manager.*

### L. Jay Hannah & Company Add to Staff

H. L. Bowers, formerly with Henri, Hurst & McDonald, Chicago advertising agency, and with the Davis Company, Chicago, has joined L. Jay Hannah & Company, advertising agency of that city, as general manager.

Paul B. Westcott, formerly with Kla-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee advertising agency, has also joined L. Jay Hannah & Company as a member of the art staff.

### O. A. Life to Start Own Advertising Business

Oliver A. Life, advertising manager of the Moon Motor Car Company, St. Louis, for the last four years, has resigned to establish an advertising business under his own name at St. Louis. He was formerly with the International Shoe Company and the Multiplex Display Fixture Company, both of St. Louis.

### New Account for Pittsburgh Agency

The Lee C. Moore Company, Pittsburgh, has appointed Ketchum, Macleod & Grove, Pittsburgh advertising agency, as advertising counsel. A campaign, calling for the use of oil trade publications and direct mail, is being planned.

### Walla Walla "Bulletin" Appoints D. J. Randall & Co.

The Walla Walla, Wash., *Bulletin*, has appointed D. J. Randall & Company, publishers' representatives, New York, to represent it in the East.

# *Do You Want High Voltage Advertising Power*



"Thanks very much for the interest shown and the help given on the subject of food and diet to be used at our Woman's Club meeting. It was most successful."

[ "Do men vote as they drink?" is answered in "Why a Wet Will Never Be President"—in the February issue. ]

# *Success Magazine*

TWO FIFTY ONE FOURTH AVENUE, NEW YORK

# The Supreme Court Rules on the Use of Basic Price Lists

The Officials of the Federal Trade Commission Believe That This Decision Will Have Far-Reaching Consequences

*Washington Bureau  
of PRINTERS' INK*

ON two important points, a decision of the Supreme Court of the United States, handed down last week, clarifies the problem of price maintenance. With certain non-essential qualifications, the decision has been interpreted to mean that any group of wholesalers in an association who adopt a common price list to control prices in one State under an agreement, and use the same price list in other States without a binding agreement, are violating the law. The second point involves sales to dealers, on agreed prices, the orders being filled from mills beyond the State and shipped to dealers, and the decision holds that contracts governing such sales are a part of interstate commerce and subject to Federal legislation.

The case grew out of an order of the Federal Trade Commission requiring the Pacific States Paper Trade Association to cease and desist from certain methods of competition in interstate commerce found to be in violation of Section 5 of the Federal Trade Commission Act. The respondents brought the order under review in the Circuit Court of Appeals, which resulted in two paragraphs being set aside, the modification of one and the approval of two. The Circuit Court ruled in favor of the trade association on the points enumerated, and the Commission petitioned the Supreme Court to reverse the decree as to these points.

The material facts, as mentioned by the Supreme Court decision, are that dealers in paper in each of the five principal jobbing centers in the States on the Pacific Coast have a local association. These centers are designated as Seattle and Tacoma taken as one, Spokane, Portland, San Francisco and Los Angeles. "And there is

a general association known as the Pacific States Paper Trade Association whose members are the paper dealers in these centers including most but not all of the members of the local associations, and some who do not belong to a local association. The respondents in this case are the five local associations, the general association, and their members."

The decree then describes the territory served by the various associations, and mentions the fact that a majority of the dealers in the Pacific Coast States are members of the associations and have 75 per cent of the business in paper and paper products, exclusive of roll newspaper which, for the most part, is not handled by them.

Each local association, the decision explains, distributes uniform price lists to its members to be observed in its territory within the State. The secretary of each association is authorized to investigate complaints against members to determine whether they sell below the established prices, and three of the associations are alleged to authorize the imposition of heavy fines on members for making such sales. Then, in regard to interstate use, the decision states:

"The Spokane Association, in its list of prices established for Washington, printed 'suggested prices' for sales to purchasers in Idaho and Western Montana, and there was a tacit or implied understanding that the prices suggested would be observed."

The Supreme Court also found that these association lists were habitually carried and used by the salesmen of members in quoting prices and making sales outside the State. However, the decision states that no association has any requirement that such price lists be observed outside the State; and



# Modern in Truth

**T**HREE is a radio speaker in every room in the new 300-room (each with bath) George Washington Hotel just opened to guests in Jacksonville.

No—not a striving for effect, nor will it be a Temple of Din. Sound-proofing has developed quite scientifically, you know! And Robert Kloeppe, proprietor, already operating the Flagler Hotel, personally financed and supervised the George Washington's construction — because thriving Jacksonville makes this new \$2,000,000 investment logical and sound.

It is the Kloeppe spirit which makes Jacksonville thrive—it is why the resident population has increased almost 50 per cent since 1920—it is why the advertiser finds unusual opportunity for creating quick buying response, when he uses

**The Florida Times-Union**  
JACKSONVILLE, FLA.

In the month of  
November 1926  
THE COUNTRY  
GENTLEMAN  
carried more auto-  
motive advertising  
than did all the  
other *national farm*  
*papers, combined*

**THE COUNTRY GENTLEMAN 19,158 lines****2nd National Farm Paper . . 5,599****3rd National Farm Paper . . 4,650****4th National Farm Paper . . 4,285****5th National Farm Paper . . 2,693****6th National Farm Paper . . 1,371****Total . . . . . 18,598 lines**

The November Country Gentleman carried altogether 70,955 lines of advertising—almost as much as the total appearing in the next three papers.

**THE CURTIS  
PUBLISHING COMPANY****INDEPENDENCE SQUARE  
PHILADELPHIA, PENNSYLVANIA****Advertising Offices: Philadelphia, New York, Chicago  
Boston, San Francisco, Detroit, Cleveland**

# ANNOUNCING

## A Greater

### National Dairy Farm Magazine

Beginning with the March issue THE DAIRY FARMER will be published monthly.

This forward step has been taken to keep pace with the higher standards of both the advertiser and the dairy farm family.

A few of the new features being incorporated in the monthly are :

Magazine paper stock

Larger issues—greater number pages

Inside color pages

Attractive colored covers

New Editorial features

These improvements greatly enhance the value of the publication to every advertiser in selling advertised products to more than 250,000 of America's most prosperous type of agricultural homes.

## The Dairy Farmer

*"The National Dairy Farm Magazine"*

E. T. Meredith, Publisher, Des Moines, Iowa

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that the quoting of, or the making of sales at, lower or different prices in such territory, was not deemed an infraction of rules or trade regulations by reason of which any jobber or wholesaler might complain.

In regard to the second point, the decision relates that among the prices fixed by each local association for sales by its members within the State where they are located are prices on what are called "mill shipments." It then explains that these are sales or orders not requiring immediate delivery and capable of being filled by shipment from the place of manufacture. They include less than, and also carload lots, and the former are combined with other paper to make a carload which is shipped to the wholesaler as a single consignment. The delivery is taken by the wholesaler and the portion intended for the purchaser is turned over to him. The carload shipments are made on directions specifying as the point of destination the place where delivery is to be made from the wholesaler to the purchaser. In some cases the wholesaler, in others the purchaser, is named as consignee. When so named, the wholesaler either takes delivery and turns over the shipment to the purchaser, or he endorses the bill of lading to the purchaser who then receives the paper directly from the carrier. Where named as consignee, the purchaser takes delivery. "In all cases the wholesaler orders the paper from the mill and pays for it. There is no contractual relation between the manufacturer and the purchaser from the wholesaler. These shipments are made from mills within and also from those without the State covered by the agreement fixing prices."

The decision then discusses the findings of the Federal Trade Commission, and explains that the Commission's order is to prevent the local associations, their officers and members, separately or in combination, from using any price list fixed by agreement between wholesalers in soliciting or

selling in interstate commerce, and from making and distributing any such price list intended for use in making such sales. It also mentions the fact that the order prohibits making or acting under agreements fixing prices on mill shipments when the paper sold is shipped from outside the State where the wholesaler is located, and the making or distributing of price lists to be used for making such sales.

Finally, the decision contrasts the opinion of the Circuit Court of Appeals with the order of the Commission covering these two points, and declares that the validity of the inference or conclusion drawn by the Commission depends upon the proper estimation of the facts stipulated. It points out that the language specifically relating to the specified use of the agreed prices might possibly be deemed insufficient if considered alone, but that the Commission is not confined to so narrow a view of the case. "That part of the stipulation," the decision states, "properly may be taken with all the admitted facts and the inferences legitimately to be drawn from them," and continues:

The members of the associations dominate the paper trade in question. They are organized to further common purposes. They limit competition in intrastate trade by adherence to uniform prices fixed by the agreements through combination. The facts admitted show a strong purpose and much diligence to that end. And some of their activities are for like purpose and have the same effect in the field of interstate commerce. Suggested prices for Idaho and Montana were sent out with the Spokane lists. There was an understanding that such prices would be followed. Mill shipments, whether shipped from within or from without the State, are subject to the agreed prices. From the standpoint of respondents, restraint upon price competition in their interstate commerce is as desirable as in their business local to the States. In both classes of business, they are stimulated by the same motive; to lessen competition. All the salesmen while in intrastate territory are required to sell at prices fixed by agreement. And, when across the State line in interstate territories, they use the agreed lists in quoting prices and making sales. It does not appear whether the prices so fixed are adhered to in interstate business. The fact that there is no established rule that the list shall be followed in taking orders for

interstate shipments or that the quoting of lower prices is an infraction for which complaint may be made is not controlling in favor of respondents. An understanding, express or tacit, that the agreed prices will be followed is enough to constitute a transgression of the law. No provision to compel adherence is necessary.

It would appear difficult for these jobbers to maintain a uniform price list in the State while making sales across the line at different and competing prices. The effective combination to restrain price competition on one side of the State line is not consistent with the absence of such restraint on the other. The organized maintenance of uniform prices in business local to the States lends probative significance and weight to facts pointing in the direction of like restraint in the interstate territories. The use of the association prices by all the salesmen in making sales in interstate territories is not necessarily to be regarded as coincidence. There is ample ground for saying that such use results from the admitted combination. The failure of the stipulation to contain any direct statement on the subject does not require it to be found that salesmen are free to depart from the prices furnished them, or that the list used by one differs or may differ from that used by others in the same locality.

In conclusion, the decision holds that the weight to be given to the facts and circumstances admitted, as well as to the inferences reasonably to be drawn from them, is for the Federal Trade Commission. "Its conclusion that the habitual use of the established list lessens competition and fixes prices in interstate territory cannot be said to be without sufficient support." Then the decision finds that the paragraph of the Commission's order covering this point does not go beyond what is justified by the findings, and that it is valid.

In regard to the paragraph of the order which covers the other point and applies only to mill shipments from one State to another, the decision states that for the consummation of a transaction involving such a shipment, two contracts are made. The first is for sale and delivery by wholesaler to retailer in the same State. The seller is free to have delivery made from any source within or without the State. The price charged is that fixed by the local association. The other contract is between the wholesaler and the man-

ufacturer in different States, and there is no contractual relation between the manufacturer and retailer.

The decision then explains that the shipment of the paper from a mill outside the State to or for the retailer, constitutes the wholesaler's performance of the first contract. Then the question is presented as to whether the sale by the wholesaler to the retailer in the same State is a part of interstate commerce where, subsequently at the instance of the seller and to perform his part of the contract, the paper is shipped from a mill in another State to or for the retailer.

In answering this question, the decision cites several other cases to the end that, "The election of the seller to have the shipment made from a mill outside the State makes the transaction one in commerce among the States. And on these facts the sale by jobber to retailer is a part of that commerce."

At the office of the Commission it was also learned that the common opinion of the members and attorneys of that organization is that the decision is extremely important because it deals with principles and will enable the Commission not only to prosecute its cases with more assurance of outcome, but also to co-operate more intelligently with the business interests of the country.

#### Washing Machine Account for Austin F. Bement

The Haag Bros. Company, Peoria, Ill., manufacturer of Haag electric and power washing machines, has appointed Austin F. Bement, Incorporated, Detroit and Chicago advertising agency, as its advertising counsel. Plans are now under way for a 1927 campaign in newspapers and business publications.

#### Steel Products Company Appoints L. A. Raasch

L. A. Raasch has been appointed director of sales of the Rocky Mountain Steel Products, Inc., Los Angeles, Calif. For eight years he was with Walden-Worcester, Inc., Worcester, Mass., as a branch manager and sales manager.

# The New York Times 1926 RECORDS

The net paid sale of The New York Times daily and Sunday, is now at the highest point in its history. The daily net paid sale is 375,000 copies; Sunday, 650,000 copies.

|  | <u>1926</u>    | <u>1925</u>   |
|--|----------------|---------------|
| Net Paid Circulation (copies)                      | 144,800,579    | 140,993,363   |
| Increase 3,807,216                                 |                |               |
| Average Daily Net Paid Sale<br>(copies)            | 361,271        | 352,655       |
| Increase 8,616                                     |                |               |
| Average Sunday Net Paid Sale<br>(copies)           | 610,053        | 588,699       |
| Increase 21,354                                    |                |               |
| Average Daily and Sunday Net<br>Paid Sale (copies) | 396,713        | 386,284       |
| Increase 10,429                                    |                |               |
| Advertising Space (agate lines)                    | 29,782,028     | 28,200,444    |
| Increase 1,581,584                                 |                |               |
| Pages Printed                                      | 11,515,989,216 | 9,956,841,104 |
| Increase 1,559,148,112                             |                |               |
| Paper Consumed<br>(pounds)                         | 185,933,257    | 160,230,072   |
| Increase 25,703,185                                |                |               |
| Ink Consumed<br>(pounds)                           | 3,884,480      | 3,324,933     |
| Increase 559,547                                   |                |               |

# The New York Times

The New York Times accepts no returns of unsold  
copies from newsdealers.

## Talk Facts When Advertising to Architects

J. D. BATES ADVERTISING AGENCY  
SPRINGFIELD, MASS.

*Editor of PRINTERS' INK:*

I would very much appreciate it if you would send me any articles you have published relating to advertising to architects.

J. D. BATES ADVERTISING AGENCY  
J. L. BADGER.

FEW classes of people have greater influence on sales than architects. The eight or nine thousand architectural offices in this country are solicited by makers of all sorts of products which go into making and furnishing office buildings, public buildings and homes. Architects control the expenditure of billions of dollars a year in building construction.

The architect has been called a difficult advertising prospect, because he is solicited by so many manufacturers. Yet the architect has proved that he reads and is influenced by the right sort of copy. The architect is a many sided man. He must be artist, financier, real estate expert, and also have a working acquaintance with fifty or sixty different trades. He is also both a buyer and a salesman.

As adviser he acts as purchasing agent for his client who may be erecting a great office building, a public library or a country residence. He also often acts as the manufacturer's salesman to overcome some erroneous idea in the prospective builder's mind. This many-sided man is usually attracted by copy which has an immediate appeal to the eye but which also bears the stamp of authority. He wants copy in the publications he reads to give him facts rather than arguments. He wants direct-mail material sent to him in a form that can be easily filed.

He wants news of successful installations, helpful ideas, booklets that will aid him in selling his clients, rather than the argumentative type of copy often used to convince consumers.

As one architect said: "Since he is an adviser, the architect should receive a different sort of advertising than that sent the consumer. It should be a little more boiled down with less of the frills of 'selling talk.' Personally, I can use best simple booklets which lay out the facts of the system or the product briefly, with drawings of typical layouts and necessary data for the practical consideration of the plan or product in the drawings of any project that might come my way. I can always use more advertising material from the manufacturer who keeps the architect's point of view in mind."

Every architect wants the latest information on the various products with which he deals. The manufacturer who takes into consideration the fact that the architect works in terms of feet and inches, and that his ideas base themselves into a mental language of lines and forms of various dimensions, will find the architect a receptive person.

Many manufacturers make it a practice to put their information for the architect in such form that his stenographer can copy it into the standard specification folder, or cut it out and paste it in. A list of articles describing how makers of all sorts of products from organs and windows, to bricks and flooring have successfully interested architects, has been sent to Mr. Badger.

A study of these articles, which appeared in PRINTERS' INK and PRINTERS' INK MONTHLY, will lead to the conclusion that architects, like other prospects, want more help and information and less argument.—[Ed. PRINTERS' INK.]

### Normann Kendall to Represent "Delineator"

Normann Kendall, formerly with the *Scientific American*, New York, is now representing The Butterick Publishing Company, of that city, in the New York City territory, for the *Delineator*.

### Gelles Agency Elects R. I. Dorfman

Robert I. Dorfman has been elected a member of the Gelles Advertising Agency, New York.

The new  
Delineator  
*announces*  
A New Rate

©©©

EFFECTIVE with its issue of October 1927, Delineator's rate is to be \$5,400 a page. This is based on a guaranteed net paid circulation of

1,350,000

{ *The new rate supersedes the rate of \$5,000 a page which went into effect with the November, 1926 Delineator — the first issue with which the Designer was combined.* }

IF you have not already received a new rate card for your files send to

*The Advertising Department*  
BUTTERICK PUBLISHING COMPANY  
223 SPRING STREET, NEW YORK



## The TIMES-STAR

*Shatters All Records for Newspaper Advertising  
in Cincinnati*

**12,979,281**

lines of paid display advertising in 1926!

**2,505,475**

lines more than the second newspaper—  
seven days against the Times-Star's six!

**5,578,090**

lines more than the third newspaper in  
this field!

**10,507,889**

lines more than the fourth!

# CINCINNATI

*Member Audit Bureau of Circulations*

CHARLES P. TAFT, Publisher

in L. M.  
Brunswi

C. H. REMBOLD, Mana

# The TIMES-STAR

**Comparative Statement of Display Advertising  
Published in the Cincinnati Newspapers  
During the year 1926**

| Daily                        | Local<br>(Lines) | National<br>(Lines) | Total<br>(Lines) |
|------------------------------|------------------|---------------------|------------------|
| Times-Star—(Evening)         | 10,225,418       | 2,753,863           | 12,979,281       |
| Post—(Evening) . . . . .     | 5,796,231        | 1,604,960           | 7,401,191        |
| Enquirer—(Morning) . . . . . | 3,674,048        | 906,948             | 4,580,996        |
| Com. Tribune—(Morn.)         | 1,616,664        | 207,060             | 1,823,724        |
| <br>Sunday                   | <br>Local        | <br>National        | <br>Total        |
| Enquirer . . . . .           | 4,864,286        | 1,028,524           | 5,892,810        |
| Commercial Tribune ..        | 610,680          | 36,988              | 647,668          |

## Times-Star's Excess Over Other Papers

|                              | Lines      | Lines                      |
|------------------------------|------------|----------------------------|
| Post—(Evening) . . . . .     | 5,578,090  |                            |
| Enquirer—(Morning) . . . . . | 8,398,285  | Including Sunday 2,505,475 |
| Com. Tribune—(Morn.)         | 11,155,557 | " " 10,507,889             |

## This is the Record

of Cincinnati's leading newspaper for the year just past. It was the nineteenth consecutive year of Times-Star's unchallenged leadership in Greater Cincinnati. It was also the most overwhelming, the most decisive, the most unanswerable demonstration of the superior advertising efficiency of the Times-Star.

Advertisers can reach the entire buying public of Greater Cincinnati through the Times-Star alone more effectively and at lower cost than they can reach part of the same public through any other newspaper or combination of newspapers.

# TIMES-STAR

in L. Marsh, *Eastern Rep.*  
, Mans. Brunswick Bldg., New York

Kellogg M. Patterson, *Western Rep.*  
904 Union Trust Bldg., Chicago

# One-Third of America's Population—and a Mighty Prosperous One-Third

That is the market reached by the mail-order publications, practically entirely small town and rural. Certainly a splendid opportunity for advertisers to fill in the gap between straight farm papers and general magazines.

Any agency space buyer will probably answer a question on the Household Journal as follows: "A good mail-order publication with a large circulation always at, or near, the top in point of direct results."

If this field is new to you, you may not want to run in all the publications at the start. The Household Journal, with 700,000 paid-in-advance subscribers, can ably indicate to any advertiser the possible sales in this market.

## *The* **HOUSEHOLD JOURNAL**

IRA E. SEYMOUR, *Adv. Mgr.* - Batavia, Illinois

*Chicago Office*  
Rhodes & Leisenring, *Managers*  
Bell Building, 307 Michigan Blvd.  
Central 0937

*New York Office*  
A. H. Greener, *Manager*  
116 West 39th St.  
Room 825

Charter Member of Mail Order Publishers Assn.

# The Independent Grocer Is Becoming a Better Advertiser

The Wholesaler Is Showing Him How to Build His Business through Advertising

THE story of the advertising efforts of retail grocers should hold considerable interest for many manufacturers. The reason is obvious.

The advertising efforts of retailers in the grocery field in recent years brings to mind a picture of a see-saw with chain grocers on one end and independents on the other.

There was once a time when the independent grocer—the type of grocer who had a large downtown market in countless cities and towns—was a large advertiser. He continued as a large advertiser in his local newspaper for a considerable time after the first chain store showed its head in his city or town. Chain stores, generally speaking, did not become advertisers until competition from other chains showed its head.

When the chain did become an advertiser it advertised price. And when it advertised price the independent grocer stopped advertising. He felt that he had nothing to say.

Ever since that time the independent grocer has been trying to come back as an advertiser. In many cities and towns the independent grocers have joined hands in financing co-operative advertising campaigns. Such campaigns have usually had but one compelling idea back of them; "knock the chain system." In other words, negative advertising was used to tear down a competitor instead of positive advertising that would build up the business of those who paid for the space. About all that could possibly be said to the advantage of such advertising was that it allowed those who paid for it to get some of their rancor and hatred for the chain-store idea out of their hearts and heads.

The fact that any and every independent grocer in a locality con-

tributed to and took part in such co-operative advertising was probably the reason why such campaigns were not effective and did not last. There are independent grocers and independent grocers. What was necessary before any discussion of copy was in order was selection of participants. The retailer and the retailer alone could be the only subject of the advertising, and it naturally followed that he had to have some attributes worthy of discussion in order to create discussion.

The growth of the chain store—and it has been a growth which has outstripped the growth of the population—has made better merchants out of many independent grocers. The independent grocer had to take stock of himself and find ways to better himself. The wholesalers who sold to the independent grocers had to take a hand in the matter for the sake of self-preservation. Chain stores didn't mean much to the wholesale grocer, but independents did. The independent grocer who has profitably survived the competition of chain stores because of that competition is today, indeed, a far better merchant than he was ten or fifteen years ago. The outstanding feature of this situation is that as a result of the interest the wholesaler has taken in keeping alive and bettering the independent grocer, there today exists a very close working agreement between wholesaler and independent. They come fairly close to being partners.

## CO-OPERATIVE ADVERTISING NEEDED

It followed, very naturally and very logically, that the wholesaler should worry about the advertising problem of the independent. The wholesaler saw that what was necessary was co-operative advertising in which he as well as the retailer shared the

cost, but in which he made the selection. The wholesaler knew which independents to select.

For more than a year a campaign financed by wholesalers and retailers and limited to certain selected independent retailers has been appearing in Chicago newspapers. Four of the largest jobbing houses of that city—Sprague, Warner & Company, Steele Wedeles & Co., Franklin MacVeagh and Durand; and McNeil and Horner, have been paying \$300 a month each while 250 independent grocers have each been paying \$12 a month to finance that campaign.

These 250 grocery stores, of course, are identified to the public. An emblem with the words "Service Store Grocer" on it, appearing in the advertising copy and in the dealers' stores, is the means of identification. The emblem endeavors by the use of pictures of telephone and motor car and the phrase "phone for food" to sum up the basic selling argument of the independent.

The advertising copy appearing in newspapers endeavors to sell service. The following bit of copy, taken from an advertisement in which a housewife is pictured, using a telephone, will show how the service idea is exploited.

"Help Yourself to a free hour a day!" this copy says. Then it continues: "Would an extra hour a day, all for yourself, appeal to you? That's just what our special Phone for Food service can save you.

"You don't have to leave your home to shop for your groceries, because we guarantee to select the items for you as carefully as you would in person. Then we deliver to your door without extra charge. No need to dress for market and lug bulky bundles of groceries.

"You are always welcome to visit our stores when convenient. Otherwise—'Phone for Food.'

There is no attempt at listing the names of the 250 grocers. That problem is handled by a line reading—"Call Buckingham 9601 for the name of your nearest service store grocer." Announcements of prize contests and the offer of a

monthly booklet on recipes and household hints, occupying a very small space, give an index to the attention-getting power of each advertisement.

Since this plan was first adopted it has spread rapidly. It has been adopted by wholesalers and by independents in Milwaukee, Wis.; Memphis, Tenn.; Scranton, Pa.; Wilkes-Barre, Pa.; Poughkeepsie, N. Y.; and New Bedford, Mass.

In these cities all retail stores that become part of the movement are repainted inside and out and their interiors are remodeled along the lines of a model store plan. Their jobbers offer them at regular intervals "specials" at prices that make it possible for them to compete with the keenest chain store competition in their communities. The advertising program in every case, goes beyond newspaper advertising. It calls also for window display, posters and direct mail.

This plan and others similar to it will probably spread throughout the country. The day is probably not far distant when every wholesale grocer worthy of the name will have a real sales promotion department under a trained advertising man that will in reality be an advertising agency for that wholesaler's customers. Wholesalers, themselves, have predicted that very situation. They know it must come.

Meanwhile most chain stores continue to advertise price. It is no secret, however, that the chain grocer is on the search for new copy themes. He wants a different type of advertising. Unless he finds it soon, it looks as though he will again have to change positions with the independent retailer on the advertising seesaw.

#### New Magazine for Western Paper Trade

*Pacific Paper and Wood Pulp Industries* is the name of a new trade publication to be published monthly, beginning February 1, by the Freeman-Palmer Publications, at Seattle. It will be devoted to the paper manufacturing and allied interests of the Western States, Alaska and British Columbia. Miller Freeman is directing this publication.

# Plain Words for Plain Folks

H. D. Skinner of Braymer, Mo., Uses Neighborly Copy with a Big Idea  
Back of It

By Roy Dickinson

**M**EN who write copy for plain people should occasionally visit some little town in that part of the country called the West by those who live east of the Alleghenies and referred to lovingly as "Back East" by those who reside west of the Rockies.

Though many of the men run their own lawn-mowers and study the vagaries of the furnace, their homes contain the good things advertised in newspapers and magazines, and young men walking home at midnight, whistle the same popular airs that lovelorn boys whistle in New York, Portland or New Orleans that same evening. In such a town the fact that Mrs. Arthur Kent is visiting her daughter down Cowgill way is a news event of real importance and when Miss Jacobs, the society reporter, describes the gowns at a party, the people buy extra copies.

Also in such a town, the hardware merchant, the garage owner and the plumber talk in plain language to their neighbors. If they sent out some of the ultra-clever and highly polished material furnished by manufacturers who have never lived in a small town, they would be laughed out of the Board of Trade meeting. Copy writers selling to plain folks who live in such plain towns—and they are the backbone of America—can learn something, I think, from H. D. Skinner, of Braymer, Mo.

Braymer is a little town of 1,018 people in Caldwell County, fifty-five miles northeast of Kansas City. It is in the center of an agricultural region. Cows and chickens do their work as well as the fields, and egg money passes across busy counters in exchange for carpet sweepers and radio sets. Every Wednesday the Braymer *Bee* comes out with all the local news of the week, and every week for more than eighteen years there has appeared in the Braymer *Bee* a col-

umn of copy which is worth study. It is called "Farm Notes and Shop Talk from Skinner's." Mr. Skinner sells lumber, but how he sells it offers a suggestion to manufacturers who sell everything from corn flakes to fountain pens. Mr. Skinner, who writes every advertisement himself, knows what interests plain folks. If he sells some lumber to Mrs. Andrew Marshall for a brooder-house, he is likely to mention the fact that Mrs. Marshall has a fine looking flock of White Rock hens. He may tell something of her egg sales for the winter and the number of chicks she plans to have hatched by the time the brooder-house is done.

Mr. Skinner of Braymer has been able to develop the faculty so rare among copy writers of describing what he sells in terms of what it will do for the person who is buying it, and making purchasers glad they have bought, by a newsy little paragraph. If he has just delivered a new power washer, he will probably tell why Mrs. Dave Henderson's wash house is giving her so much satisfaction. When Farmer Brown of R. F. D. No. 2 buys a new cream separator, he will discover in the column next week that his fine herd of cows has been described in complimentary terms. Perhaps a few statistics will be included about the money earned by the old separator of the same manufacture, which is being replaced by the new.

H. D. Skinner uses another service idea. If he sells a man a tractor and the horses are not needed any longer, he helps the customer sell them. And when he takes worn-out machinery or other old articles in payment for the new, he is frank in his description of them. Mr. Skinner believes in real truth in advertising. Thus we read:

Through trades we have left on our hands three well-worn five-foot mowers.

We mean to tear them down, clean them off, and replace the badly worn parts. When overhauled like this they should yet cut hundreds of acres before the junk man gets them.

Out where plain folks live and do business, a Ford, like clam shells before the invention of money, is sometimes used as a medium of exchange. If Mr. Skinner takes a Ford in trade for some merchandise, he tells about it frankly without hiding anything, as follows:

For twenty-five dollars we can sell a "smooth-mouth" Ford touring car which, with a little patience, some wire and tin, mixed with the skill of the average Ford user, will yet go a good many hundred miles. The casings are really quite good.

Not always are the Shop Talks strictly business. If an election is on the way, the issues are often discussed in friendly, philosophic style. The Chautauqua may be mentioned, or the cake sale to be held by the W. C. T. U. on Saturday, may be announced in friendly fashion. The local news element is always present in Skinner's copy:

Mart Waller, whom everybody knows, was here Monday for a walking cultivator that was broke to ride. We had it, and he led it home behind his car.

When he makes a sale of shingles, Skinner doesn't mention merely their size, weight and color, but gives them a friendly, human touch in reference to the work they do for the man who bought them:

Prof. Lawson, unlike the Arkansas Traveler, had his house shingled last week. We sold the shingles and the vocational agriculture boys of our high school did the work. D. W. Elden said, "let 'er thunder now if she wants to" when we finished rodding his house last week.

There is a neighborly spirit and a friendly ring to this copy of Skinner's. Moreover, he looks on his job of selling things as a worthy work to help his customers get more out of life.

Just to make Carl and Mrs. Lamson a little better contented with their lot, we sent them a new ball-bearing separator Friday. We are sure there will be no "cream-fed" hogs on the Lamson ranch hereafter.

Our sympathies go out to the Rural Route carriers these days of bad roads. We had occasion to be out on Route 2 yesterday, and did so at the risk of tires, tubes and lives as well. However, every cloud is said to have its silver lining, and on this trip we returned with Oscar Smaltz's check in our pocket for not only a radio, but a living-room furnace as well.

Dave and Earl Brownley "milled" about for two or three hours Wednesday, deciding on a wood-saw outfit. We finally took their order and their checks for a twenty-eight-inch saw. They, too, have a "smooth-mouth" Ford, and they plan to make the poor old thing run the saw.

Always run in the right-hand column of the front page of the Braymer Bee, Skinner has made his copy so interesting that he has induced his fellow townspeople to look there before they turn to the other social and personal notes.

This man Skinner is a reporter of the doings of the citizens of his town. That is why his advertising is interesting. A while ago somebody asked him if this type of advertising paid him. He said:

Since in more than eighteen years there have been only two issues of our home-town weekly that haven't carried our ads, including the column, and since this has meant an expenditure running into hundreds of dollars every year, it sure stands to reason that this method has paid us or we would have stopped the leak a good while ago.

There are hundreds of towns like Braymer. There are thousands of men like Skinner of Braymer who know the kind of copy their neighbors read. A great deal of the copy sent out from manufacturers' offices thousands of miles away doesn't go into the mail over Skinner's signature and the signature of men like him because they don't want to be made to appear "high-hat" and ridiculous among their friends. A careful study of advertising in small-town weekly newspapers would undoubtedly prove thought-inspiring and helpful to many copy writers. Plain folks speak plain words. They are friendly and neighborly, and they like copy which talks their own language.

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The General Tire & Rubber Company, Akron, Ohio, reports sales of \$20,100,000 for 1926.

Jan. 13, 1927

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Sunday

5c. DAILY

JANUARY 13, 1927

10c. SUNDAY

## EXAMINER SURVEYS LAUDED FOR ACCURACY, COMPLETENESS

### AGENCIES JOIN IN EXTENDING PRAISE

"As usual, The Examiner gave us the most comprehensive report submitted!"

Thus speak H. K. McCann Company, through Wendell Kinney, of their Los Angeles office; and thus, in the voice of an agency that knows what it is talking about, is told again the oft-repeated story that when The Los Angeles Examiner surveys the Los Angeles market for an advertiser, or a prospective advertiser, it nails the truth and nails it securely.

Kinney's letter, under date of December 2, is but one from The Los Angeles Examiner's Merchandising Service Department files of recent date. On December 21st, the Lennen & Mitchell agency, of 17 East 45th street, New York, also had nice things to say of our work in connection with the marketing in Los Angeles of Old Gold Cigarettes. Give ear to R. W. Orr, of Lennen & Mitchell:

"You have rendered our client some exceptional co-operation, and you may be sure it is being brought to their attention and is greatly appreciated by them. Keep us advised of anything further you may do to promote this campaign, and again thank you for the co-operation your paper and your New York representative have extended."

From Henry E. Millar, nationally recognized agency, of Los Angeles, this:

"Just a word to acknowledge

### HOME BUILT IN L. A. EVERY 46 MINUTES OF YEAR

**A** NEW home is completed in Los Angeles every 46 minutes!

The figures are based upon compilations of the Los Angeles Building Department, covering the period from January 1, to December 1, 1926, and based upon a 24-hour day.

The average cost of these homes, the figures show is \$3,998.84, a per capita investment of \$33.13 for every man, woman and child in the city.

Almost every new residence has a garage. Figures for completions showing one private garage erected every 50 minutes against a new home every 46.

If you sell it to home-builders, sell it in Los Angeles, not overlooking the fact that The Los Angeles Examiner has the greatest home-delivered circulation of any newspaper in its territory!

### Examiner Opens Office in Boston

Full information on the Southern California market, in all its aspects may now be obtained, in addition to former sources, from the new Boston office of W. W. Chew, 1035 Little Building. H. W. Taylor is in charge of the Boston office.

receipt of the plumbing survey you made for us.

"This is one of the most complete, comprehensive surveys I have had the pleasure to examine in a long time. It has already proven very helpful to both the advertiser and ourselves."

We repeat, in all due modesty, that when we make a survey, we make it right.

*Largest morning and Sunday circulation  
West of the Missouri*

# The American Public Half a Million Dollars for February Cosmopolitan

The following tabulation of its contents explains why

## 4 Serials

**The Mating Call** by Rex Beach

Illustrations by W. R. King

**The Bacchante** by Robert Hichens

Illustrations by W. Smithson Broadhead

**The Old Countess**

by Anne Douglas Sedgwick

Illustrations by Walt Lederer

**A Free Soul**

by Adela Rogers St. Johns

Illustrations by Marshall Pranz

## A Two-Part Story

**"It"** by Elinor Glyn

Illustrations by John La Gatta

## 11 Short Stories

**The Girl Who Disgraced Her Family**

by Margaret Kennedy.

Illustrations by C. D. Williams

**Another Lady Bountiful** by Zona Gale

Illustration by F. E. Gruber

**Round-the-World** by Peter B. Kyne

Illustrations by Herbert M. Stoops

**Love Was Different Then**

by Arthur Somers Roche

Illustrations by W. E. Heilman

**The Evil Eye** by Ernest Poole

Illustration by Dean Cornwell

**Boys Will Be Girls** by H. C. Witwer

Illustrations by Charles D. Mitchell

**The Way to Men's Hearts**

by Kathleen Norris

Illustrations by James Montgomery Flagg

**The Wrong Twin** by Lella Warren

Illustrations by R. V. Schaeffer

**Pearls** by W. Somerset Maugham

Illustration by Harrison Fisher

**He Knew All about Women**

by Edgar Wallace

Illustrations by Corinne Dillon

**A Murderer in Love**

by E. Phillips Oppenheim

Illustrations by Dalton Stevens

# *Will Pay Nearly the Privilege of Reading*

## *8 Features*

3 Men Who Wanted to Die  
*by Albert Payson Terhune*

On the Road to Hollywood  
*by Charles Dana Gibson*

Behind the Veil of Mystery When  
 President Wilson Lay Paralyzed  
*by Elizabeth Jaffray*

I'm the Man That Broke the Bunk at  
 Monte Carlo      *by Irvin S. Cobb*  
Illustrations by John T. McCutcheon

Most Wives Are Failures  
*by Edith Shackleton*

Little But—      *by O. O. McIntyre*

Jungle Love      *by Charles Mayer*

When Good Fellows Got Together  
*by George Ade*

Cover Design *by Harrison Fisher*

THE best the world affords in feature and fiction. A wide variety appealing to every member of the family. And a wealth of material for many hours of interesting and stimulating reading.

What a wonderful place for your advertising message! An audience of more than a million and a half families—of class quality—and living in the urban places where 80% of the nation's business is done.

*Let a Cosmopolitan representative give you complete information*

## *Advertising Offices:*

326 W. Madison St.

Chicago, Illinois

Gen'l Motors Bldg.  
Detroit, Michigan

119 W. 40th St.

New York City

5 Winthrop Square

Boston, Mass.

625 Market Street  
San Francisco, Cal.

When a Yankee fisherman decides to beat the fleet home he cracks on his canvas with an apparent abandon which in reality is the very acme of nice judgment. Knowing his craft and its crew he trusts to skill with confidence born of long association. When a client of this advertising agency decides to make a spurt he has the advantage of that same sort of confidence similarly based—the average duration of the agency's service to its clients is notably long.

McJUNKIN ADVERTISING COMPANY  
DOMINANT IDEA ADVERTISING  
5 SOUTH WABASH AVENUE, CHICAGO

# Our Customers Provide Us with Our Advertising Material

Testimonials Are Featured in Republic Motor Truck Periodical, Trade-Paper and Direct-Mail Advertising

By Walter P. Hanson

Advertising Manager, Republic Motor Truck Company, Inc.

IN an article appearing in PRINTERS' INK some months ago, I described the method employed by the Republic Motor Truck Company, Inc., for maintaining continuous contact with Republic owners. This method consisted of a series of letters sent out to the owners at stated intervals, beginning with the first letter thanking the owner for buying Republic equipment.

it is a fact that we have built any number of magazine and newspaper advertisements around these owner letters, and have also used them in various pieces of literature, such as folders, house magazine work, etc., with considerable success.

I have faith in the effectiveness of testimonial advertising. I refer, of course, to unsolicited testimonials, written by enthusiastic users,

## REPUBLIC trucks



National Prestige for  
Each Local Dealer

WHATEVER the requirements of any user prompt in your territory, there are Republics, of numerous types, trucks working today in other states, in cities, in towns, in the most active.

Wherever the roads, hills or trails, where you may sell Republic trucks, there are Republics working over roads, in cities, in towns, to prove this nobody anywhere can go wrong on Republics.

Republic is one of the few nationally distributed trucks, and dealers are coming to realize that a truck must be backed by a honest test—national one with nationwide service. It is national prestige concentrated upon each local dealer!

Republic strength today is not only in having more trucks in use than any other exclusive truck builder, but in having the best equipped, the most modern, the most able and intensely experienced management ever emerging to rulers of dominion. Dealers are alert to this trend. You should know about Republic possibilities near you.

REPUBLIC MOTOR TRUCK CO.  
100 W. Jackson Blvd., Chicago, Ill.  
More Trucks in Use than any other Exclusive Truck Builder.



## Yellow Chassis Transportation

THE TESTIMONIAL IS LEFT TO SPEAK FOR ITSELF IN THIS ADVERTISEMENT—NO DIRECT REFERENCE IS MADE TO IT IN THE TEXT

The statement was made in the article that this correspondence contact brought in hundreds of convincing testimonial letters. Since that time, I have been asked by a number of executives, including the editor of PRINTERS' INK, just how we used these letters.

To say that these testimonial letters form the backbone of our advertising campaign might be putting the matter rather strongly, but

not to the paid-for boost. Testimonial advertising has been called crude. Perhaps it is, in some cases, but the fact remains that most human beings take more interest in what another human being has to say about a product, whether it is a motor truck or a facial cream, than they do in what the manufacturer himself says about it. Conversation is always interesting. Then, too, the writer of the testimonial is supposed to

be unbiased, in his or her opinion.

How many times have you heard people remark, "I always skip the descriptive part of a book and read the action parts"? Conservation is action and that's why it is interesting.

Because quotation marks, when placed around type matter, are symbols of conversation, we have made conspicuous use of these marks in a number of periodical advertisements by using unusually large ones. Where color has been employed, we have run the quotation marks in the second color. Quotation marks attract attention.

In some instances the advertisement consists of nothing but the testimonial and the large quotation marks, the implication being that nothing more need be said, or could be said more effectively.

Again, two short testimonials have been used with plenty of white space on the left-hand page of a double-page spread, to support the copy appearing on the right-hand page. In the copy, no direct reference is made to the testimonials, but the strong statements in the testimonials back up the factory copy in a convincing manner.

In some instances testimonials from Republic operators in a particular industry are used in a publication covering that field.

In practically all of our trade-paper advertisements we use owner testimonials rather than dealer testimonials, even though the appeal is directed to prospective truck dealers. We feel that the prospective Republic dealer will be more deeply impressed with the owner testimonial simply because, in the final analysis, it is what the ultimate consumer thinks of the product which is of importance, and not so much what some other dealer thinks. In other words, if the truck-buying public thinks favorably of the Republic truck, then it is reasonable for the prospective dealer to assume that the Republic franchise is worth investigating, at least. If, then, the prospect requires references from our own dealers, we are, of course,

always able and glad to furnish them.

What about the success of this testimonial copy? Does it bring results? To answer these questions I need only point out that when the Republic Motor Truck Company, Inc., was re-organized in 1923, it started practically from scratch, in so far as its dealer organization was concerned, and to-day it is one of the remaining few truck companies with a national

### Quotation Marks and Truck Sales

*Every Republic customer is constantly saying the things that no dealer and no advertisement can say quite as convincingly*

"From our records, you will undoubtedly know, we have used nothing but Republic trucks for the last seven years, but we thought you would be interested in having a letter from us, telling you that we have had the very best of satisfaction during this time.  
We, at the present time, are operating five Republic trucks, ranging in age from one year to five years old, and unless something very different is shown us, when we are again in the market for a truck, we can assure you we will buy another Republic.  
(Signed) FRATT PAPER COMPANY  
Des Moines, Iowa"

*What Republic dealers say about the present Republic franchise is also well worth knowing. Write at once.*

REPUBLIC MOTOR TRUCK CO., INC., Alma, Michigan

*More Trucks in Use than any other Exclusive Truck Builders*

THE ENLARGED QUOTATION MARKS, SOMETIMES IN COLOR, ARE FEATURED IN MANY REPUBLIC ADVERTISEMENTS

dealer organization. Furthermore, Republic sales have increased in volume with each succeeding year. It would be impossible to say just how many Republic dealers have been obtained directly through our trade-paper copy, but surely the advertising is entitled to a fair share of credit in the building of the dealer organization.

In our direct-mail campaigns, such as illustrated four-page letterheads, we invariably use a number of testimonials which have been obtained through our owner contact system. For example, on the



## *Time Tried and Tested*

### **IRON TRADE REVIEW**

Established 1883

### **THE FOUNDRY**

Established 1893

### **DAILY METAL TRADE**

Established 1909

### **ABRASIVE INDUSTRY**

Established 1909

### **POWER BOATING**

Established 1905

### **MARINE REVIEW**

Established 1898

## **THE PENTON PUBLISHING CO.**

PENTON BUILDING  
CLEVELAND, O.

*The Penton Press—printers of  
newspapers, business papers,  
national magazines, books,  
catalogs, etc.*

back page of one of these letter-heads, excerpts from seven owner testimonials were carried in black type on a yellow panel, with the heading consisting of the single word, "Proof!" These testimonials, from scattered sections of the country, lend the color of conviction to the selling statements appearing throughout the entire piece of literature. In this same piece translated in Spanish for South American countries, we inserted testimonials in Spanish from owners in those countries. "Back up your statements with proof," is a mighty good creed for every kind of advertising, and here, I think, we have done it.

Recently, for the 1926 Michigan State Road Show, we wanted a special piece of literature, dealing particularly with the performance of our trucks in highway construction and maintenance work. County commissioners are not the easiest people in the world to sell. They want facts. Especially are they interested in what your truck has done for the highway systems of other counties. Mileage costs, gas and oil consumption, and power performance are questions they bring up.

With this thought in mind, we built our folder on facts and figures of the Republic truck fleet performance specifically in Kent County, Michigan, as revealed by the statements of the secretary of the Kent County Road Commission. The folder is generously illustrated with highway scenes in Kent County, and views of Republic trucks actually operating in the service of the Commission, but the story of the fleet performance is driven home with the figures contained in the statements of the secretary of the Kent County Commission. His testimony is the meat of the folder.

This special folder made a distinct impression at the Michigan State Road Show. I watched any number of county commissioners read it from cover to cover, and I know they were impressed by the facts and figures contained in it. One county commissioner called a meeting of the entire commission in the back of the Republic booth,

and in a quick session authorized the purchase of two Republic three-ton trucks—the same trucks in every detail as those three-ton jobs operated by Kent County!

Right at the present moment, several small testimonial booklets are being prepared for general use by our dealers. These booklets will consist of solid pages of testimonials from Republic owners, crowding in as many letters as possible, giving the effect of an overwhelming mass of evidence in favor of the Republic product. No factory copy of any kind will appear in these folders. Such literature is destined to be used as auxiliaries to our main selling literature, and we feel that the many favorable statements contained in them will serve to convince the prospect that the Republic product is giving satisfaction, and that what we claim for Republics has the virtue of truth.

#### A HOUSE MAGAZINE

The Republic advertising department issues, from time to time, a magazine called "Haulage Hints." This magazine, which is sent to a large list of Republic owners and prospects, invariably contains one or more reproductions of testimonial letters obtained from Republic owners. In the case of "Haulage Hints," we endeavor to go a step farther, and show an illustration of the owner's truck, because we believe that the illustration adds more human interest and realism to the letter.

This house magazine is successful in its mission, if it is to be judged by reader interest. We know this, because, if a longer time than usual elapses between issues, we can look for quite a few letters from our owners, asking why they haven't received their copies.

In addition to the use which we make of testimonial letters in all of our various forms of advertising, we also utilize typewritten copies, photostatic copies, or the original letters themselves in special cases. It often happens that a prospective buyer will ask the dealer, or the factory direct, for the names of individuals or firms

# Oklahoma City the Center of the Midcontinent Oil Fields



There's no more profitable market for your early 1927 advertising campaign than the great Oklahoma City market. Oil is now carrying this city to even greater importance among market centers than agriculture, jobbing and manufacturing previously have.

Within seventy-five miles of Oklahoma City more oil is produced than within the same radius of any other Oklahoma trading point. Business is reflecting this tremendous oil activity on top of that already assured by a profitable agricultural year.

**Circulation Daily 144,000 — Sunday 88,000**

## The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

*thoroughly and alone cover the Oklahoma City Market*

Represented by E.KATZ SPECIAL



ADVERTISING AGENCY

New York Chicago Kansas City Detroit Atlanta San Francisco

# The Three Great Competitors

*Every advertisement must meet today  
and overcome to return a profit*

**W**HAT is "competitive advertising"?

Does it mean, for example, that a soap advertiser's only printed competition is the advertising of other soap manufacturers—an automobile manufacturer's, only that of rival makers?

It does not.

Every advertisement published today has three very definite types of competition to meet.

1. **DIRECTLY COMPETITIVE ADVERTISING.** Which means advertising of competitive products in the same field.

2. **ATTRACTION COMPETITION.** Which means the competition for attention of *all* ads printed in the same issue of a newspaper or magazine, regardless of how many different products those ads exploit.

3. **NEW PRODUCTS COMPETITION.** Which means definite and interesting "NEWS" of products, services or industries heretofore unadvertised, hence strong in news interest to readers—and highly competitive to longer advertised products of less news interest.

The first has always existed. To overcome it, the seasoned advertiser works to make his appeal more convincing to the reading millions than his competitors.

The second is an outgrowth of increased advertising volume within the pages of publications themselves. A mass volume of advertising, of so many different products, ALL so attractive to the reader that every ad in the book is competitive with every other ad.

Thus every soap ad has every automobile, every food, every industrial service, every fashion, utility, cosmetic advertised in that issue as DIRECT COMPETITION for reader interest.

The third competitive factor is an outgrowth of new industries; the Radio, for instance, unknown a few years ago, but now among advertising's greatest space users. And, too, of old industries—like Building Materials, Machinery, the "Good Will" advertising of great service corporations, etc., that have found IT PAYS TO ADVERTISE.

Successful advertising practice demands that those three factors be met—in space buying, in copy, in art and illustration.

Modern campaigns are planned with that urgency in mind. Successful advertising agencies equip to meet it with the common-sense strategy upon which successful advertising rests. For only thus can advertising be made to return dollar profit.

## LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO  
400 N. Michigan Avenue

LOS ANGELES  
1151 South Broadway

NEW YORK  
247 Park Avenue

WASHINGTON  
400 Hibbs Building

LONDON  
Victoria Embankment

SAN FRANCISCO  
225 Bush Street

Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest.

in his own particular field who are Republic users. It is seldom we are unable to supply a half dozen strong testimonial letters in answer to such requests. These letters undoubtedly have an important influence on the prospect's decision. I feel that the negative influence, were we not able to supply the letters, would be far more important—and disastrous to the sale.

And so, in the majority of Republic advertising, will be found an infiltration of testimonials in various forms—most of which have been obtained through our method of owner contact. The letters in themselves are valuable to us, because they enable us to keep our fingers on the pulse of our owner group, and we believe that our advertising is made a great deal more convincing by the constant use of these favorable testimonials.

### Western New York Wholesale Grocers Merge

The S. M. Flickinger Company, Buffalo, N. Y., and Hudson Bros. & Company, Inc., Syracuse, N. Y., both wholesale grocers, have consolidated. The new company will be known as the Flickinger-Hudson Company, Inc., with headquarters at Syracuse. The directors of the new organization will include: S. M. Flickinger, G. Robert Sutter, C. A. Hudson, B. A. Hudson, L. F. Smith, A. J. Hancock and A. B. Langdon.

### To Enter Direct-Mail Advertising Business

Charles A. Benson, for nine years with the S. W. Frankel Advertising Agency, Inc., New York, and formerly on the staff of the *International Studio*, New York, has resigned to engage in the direct-mail advertising business.

### Perrin Glove Account for Lyddon & Hanford

The Perrin Glove Company, Inc., New York and Paris, manufacturer of gloves, has appointed the New York office of the Lyddon & Hanford Company, advertising agency, to direct its advertising account.

### Brazilian Automotive Papers Merge

*Automobilismo*, Sao Paulo, Brazil, and *Automundo*, Rio de Janeiro, have consolidated under the name of the former. The combined magazines will be published at Sao Paulo.

### Barron G. Collier District Managers Meet

District sales managers of Barron G. Collier, Inc., met together for a three-day convention at New York last week. There were twenty-two managers present besides officers of the company. The meeting was given over to the discussion of problems for the coming year. Reports from all sections indicated that 1927 promises to be the biggest year the advertising business has seen.

In opening the conference John Lee Mahin, vice-president, said:

"One outstanding sign of the times is the plain indication that the advertising business will pay more for brains than ever before. The space filler and the man who heretofore has called himself an advertising man just because it was printed on his business card, will find himself outclassed or in the discard. The real advertising man with brains, who has felt that he has been discounted by the old type solicitor and copy writer will find himself taking the position in the industry to which his brains and energy entitle him."

James B. Lackey, vice-president, spoke on "Closer Co-operation between the Outlying Office and the Home Office."

In the afternoon of the second day the speakers were: Barron G. Collier, president, who gave an interesting hour's talk on the history of street car advertising replete with interesting and valuable experiences in the development of the business, and F. R. Barnard, of the national department of the Collier organization. S. V. Gardner, treasurer of the company, also spoke, explaining the necessity of careful investigation of advertisers before accepting their business.

H. P. Philbin acted as temporary chairman and opened the session. Mr. Mahin was permanent chairman and conducted the sessions during the three days.

### Publishers Are Guests of National Advertisers

Eastern newspaper publishers are being given a luncheon today by the officers and directors of the Association of National Advertisers at the Yale Club, New York. It is the first meeting of a series which the association is giving to representatives of magazines, business papers, farm publications, outdoor advertising and other groups.

This is a step in accordance with the recently adopted policy of the association to become better acquainted with other advertising interests. There will be informal discussions at the luncheons on the problems facing the advertiser. The meetings will be held once a month.

The Sacramento, Calif., *Union* has appointed the Wm. J. Morton Company, publishers' representative, as its advertising representative in the East.

1927

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# The Sunday Sentinel *family's annual expenditure for furniture and house furnishings approximates \$15,000,000.*



Wisconsin's largest newspaper family is made up of people to whom a bright, aggressive, colorful newspaper like The Milwaukee Sunday Sentinel appeals. At that stage of life where earning capacity, wants and needs are at their peak, they annually spend about \$175,000,000.

## THE SUNDAY SENTINEL

Milwaukee AND Oshkosh

*By far the largest circulation of any Wisconsin newspaper*

### National Advertising Department

NEW YORK  
W. W. CHEW  
285 Madison Av.

CHICAGO  
W. H. WILSON  
Hearst Building

BOSTON  
W. W. CHEW  
1035 Little Bid.

SAN FRANCISCO  
T. C. HOFFMEYER  
Monadnock Building

\$6,500,000 SPENT YEARE



**F**OR SOAPS, dentary articles, shaving necessities, beauty preparations, and other toilet requisites, the Great Herald and Examiner Family last year spent more than six and a half million dollars!

The fact that this Family's morning newspaper, the Herald and Examiner, carries more amusement advertising than any other Chicago newspaper is evidence that these people are not stay-at-homes. And being socially active they are naturally particular about personal appearance.

To manufacturers of toilet articles and preparations this Great Herald and Examiner Family presents an exceptional and economical advertising and selling opportunity.

They represent a city within a city, the people of this Great Family . . . five million readers every Sunday, and a million and a half daily.

NATIONAL ADVERTIN

W. W. CHEW  
285 Madison Ave.  
NEW YORK

W.  
H.  
C.

# ARE BEFORE THEIR MIRROR!

It is a desirable family of open-pursed, free-thinking folk . . . youthful, virile people whose interests and buying instincts are modern.

Every year they spend \$1,500,000 more to read your message in the columns of the Herald and Examiner than they would have to pay to read it in the other morning and Sunday newspaper. That is true acceptance spelled in dollars.

A Herald and Examiner representative who knows this Great Family, and the best way of winning its confidence, will arrange an introduction at your request.



here isn't  
a thing  
that they  
don't buy

*Make them  
your customers*

## CHICAGO HERALD and EXAMINER

The Largest Morning Newspaper Circulation  
in America at Its Price!

PRINTING DEPARTMENT

T. C. HOFFMEYER  
Monadnock Building  
SAN FRANCISCO

W.  
H.  
C.

"... Sell it in the All-Day Home Newspaper."

**"These figures prove both volume and quality circulation in Metropolitan New York," declared the Sales Manager**



**T**O GET the volume of sales you're entitled to with your New York advertising, you must reach THE GREATEST NUMBER WITH BUYING CAPACITY. Take the Sunday New York American's 1,063,341 copies by districts:

In Metropolitan New York it sells 724,449 copies—41 per cent of the total circulation of ALL FOUR standard Sunday newspapers. In the 50-mile suburban territory alone it circulates 274,725 copies—over 50 per cent of the total circulation of ALL FOUR standard Sunday newspapers.

In the three wealthiest suburban buying counties in America the Sunday New York American reaches as many homes as the NEXT TWO standard newspapers ADDED TOGETHER.

It reaches as many families in all income groups as ANY million circulation—MORE, PROPORTIONATELY, IN THE HIGHER INCOME GROUPS than smaller circulations. To reach your market—to sell your product—Sunday is the day, the home is the place, and the Sunday New York American is the paper.

## Sunday New York American

*"The Backbone of New York Advertising"*

Sunday A. B. C. 1,063,341

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### NATIONAL ADVERTISING DEPARTMENT

NEW YORK      CHICAGO      BOSTON      SAN FRANCISCO  
1834 Broadway      326 W. Madison St.      No. 5 Winthrop Sq.      Monadnock Building

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# Ways of Teaching Salesmen Business Economy

Good for the House, and for the Men Also, for Them to Learn How to Hold Down the Expense Account

By A. H. Deute

WHAT started the argument was a letter from an employer to his salesman, pointing out to the latter that his charges for hotel rooms were running quite high. The employer pointed out that, compared with the average daily charges of other salesmen on the force, this man's charges were high.

The salesman came back, in part, as follows: "If you were out here in the dust and dirt, working over dusty country all day, you'd want to make a bee-line for a bath the minute the day's work was over. I don't see how you can expect me to be otherwise. And furthermore, how can you expect me to maintain the dignity of the company if I look and feel like a pig? Of course, I can get rooms without bath and save you maybe fifty cents a day on an average. But I can't work when I feel the need of a bath, so the chances are that I'd do less business and you'd be out the money just the same."

When the employer read that letter, he said to himself: "That boy has a sense of logic but no sense of business economies."

Out of that incident the sales manager developed the idea of a series of letters which were clearly impersonal because they went out as circular letters. In that way there was no sting to them and no salesman could resent them as being aimed at him. The various subjects of ordinary business economy were discussed, for the purpose of showing the man on the road the firm's viewpoint on many a subject which had to do with spending company money.

In the first letter, this appeared: "We realize that the first thought of the salesman is to sell things. If he gave his first thought to

economies and that sort of thing, he'd be an efficiency man and not a salesman in the field. But, at the same time, it is only good business for the man who represents us among the trade to have a good idea of what we are thinking of in the office. Of course, we must have orders. But we must have orders at a profit. Every week we must send you an expense check. Every month, your salary check must be in the mail. Every week, a large pay-roll in the manufacturing department and in the office must be met. We, on the inside, have to think first of all of keeping the company's finances in good shape. So we would be glad if you would keep that fact in mind. A prosperous company is a good company to work for. A prosperous company is one which makes reasonable profits. If we make profits by getting high prices and in spite of wasteful business methods, we are treading an insecure path. But if we can make fair profits and still give our trade attractive prices, then we are all on safe ground.

## SOMETIMES A DOLLAR IS MORE THAN A DOLLAR

"There are some 200 of you men who constitute the sales force. A dollar a day is not much, one way or another, for you to spend. If you had to sign expense account checks you would feel that a single dollar is nothing. But it is right with that single dollar that I have to reckon. Not one of you men would think of tacking on an item of \$200 of needless expense, but still if each man lets a dollar slip through unnecessarily, by the time they all come in to me, the company is out \$200. So you see, it is a case of counting single dollars. And \$200 a day is well over \$1,000

a week, or well over \$50,000 a year. In our business, \$50,000 means the profit on about a million and a half dollars business. As all of you know, that is a lot of business. I wish I knew right now where I could find that much loose business. I'll warrant you are telling yourself the same thing. Yet what is the use hunting around for business and spending money to get it, if we don't value it when we get it? And wasting the profit on that much business means that we don't value it.

"Now, a dollar a day seems a little thing to all of us. But that dollar a day per man per week per month per year gets to enormous proportions. So when you make out your expense report at the end of each day, ask yourself about that dollar. Was that three-dollar lunch with a customer a good investment? Maybe so! All right! But then again maybe not. I have known many a customer who never could feel comfortable in the best hotel in the town but would appreciate going with you to his favorite little lunch room, where maybe you could meet a few of his friends. One of the best customers I made for myself, when I was on the road, was the friend of one of my customers. I went to lunch with this customer down in his neighborhood, and a friend of his, in the same line of business, ate there, too. We all became friends. I mention that to point out that the spirit of taking a man out to lunch isn't carried out, necessarily, by showing off and spending company money to make a flash in a fancy hotel. Your customer doesn't want you to strike him with awe."

I know salesmen who have actually been helped to save their own money when the house has shown them ways to travel more economically. A large proportion of salesmen, especially the younger men, give little thought to getting the most for their or for the company's money when they are on the road. Using the company's money thoughtlessly, they use their own with equal thoughtlessness.

Not long ago a salesman said

to me: "The house pays all my expenses, but I always go behind. It usually costs me about \$50 to cover my week's schedule. That includes oil and gas for my machine and my room and meals. I have very little incidental expense. When I leave home early on Monday morning, I usually take \$75 in cash. Then I note down all the expenses that I can charge to the house. At the end of the week, I usually have about \$50 on that expense sheet, but I have only five or ten dollars when I get home. \$15 to \$20 seem to slip away."

"Why don't you put everything down on your expense sheet?" I suggested. "Then at the end of the week charge up what is chargeable, and then you'll see where the rest went."

I met him a few weeks later and this is what he told me: "I was astonished to find out that I'd spent a little more than \$8 that first week at picture shows. I'd never thought of it before, but I'd got into the habit of picking up some friend or maybe a couple of friends around the hotel or taking somebody I knew in town, and before I knew it, I'd be spending a dollar and a half or two dollars for tickets."

#### PICKING A HOTEL

Knowing the hotels in the various towns often enables the salesman to get better rooms for less money than is the case when he simply follows the crowd or takes the fanciest hotel bus. In every town of any size, there is almost sure to be some smaller hotel, off the beaten path, possibly catering more to steady patronage, which nevertheless is usually able to accommodate the transient man, especially if he be a salesman who calls at that town regularly.

The manager of such a hotel, located in Dallas, Texas, told me of his own case. His is a hotel which is some blocks off of the main street of the town. It is a hotel catering to permanent guests. For that reason it keeps no bus which makes the trains. It does not maintain regular connections for the development of transient

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or commercial trade. It is, in fact, not in position properly to care for any number of transient guests. There is generally room, however, for a half dozen transients, because usually there are a few rooms not occupied. Often a permanent guest is away for a week or so. A number of salesmen, who visit the city regularly, know of this hotel and have become acquainted with this manager. The moment they get off the train, they will phone out to see if he can take care of them. Usually he has a place for them. In many cases, he knows when a man is due in town and tries to plan accordingly. Sometimes, in a pinch, he puts two men into the same room. The normal saving to the salesman for a room with a bath is all the way from one to two dollars per day. Of course, it requires a little looking around for the salesman to find out where to go.

Some day somebody will probably write a book on how traveling salesmen should buy when on the road, and no doubt a chapter will be devoted to going out of one's way to locate the most in hotel rooms for the money. The salesman who covers a great expanse of territory and can visit a town but once a year has little opportunity to do this. And the salesman who must engage a sample room in some central location is not in position to do this. But the great number of traveling men who make their territories every few weeks may well take the time and trouble to locate the utmost in hotel rooms for the price they can pay.

With the prevalence of automobiles for getting around the country, there is also the opportunity for many salesmen to sidestep the hotels altogether and find accommodations in the better class of country homes which are open to tourists. I know a salesman in an Eastern section who covers a four-week territory and he has located fourteen country homes which he uses regularly. He is on the lookout for some others which will come up to the class of the fourteen. He tells me that he actually

looks forward to getting around to some of these homes as he never could look forward to getting to a hotel. He knows of one farm home, for instance, where the fruit cellar is well filled with a great supply of home-made jam and he tries to arrange his work so that he can put in two nights there. Another country home is the proud possessor of a colored cook who is a specialist in candied sweet potatoes. The salesman sends a card a few days before he is to arrive. The cost to him of room and meals is but half what it would cost him in city hotels.

A sales manager friend of mine, handling a force of some forty men, sent out a letter some time ago in which he asked each salesman to give him one good idea for saving money on the road. He asked for suggestions which would enable the salesman to travel equally well, but by taking advantage of some economy, be able to effect a saving.

"I got back some pretty good letters," he said. "Most of the men had nothing especially new or valuable to offer, but, at that, I got a half dozen good ideas. I made each one of these ideas the subject of a letter to each of the men. And then I dug up some more ideas and suggestions for saving money on the road and strung out the letters over a period of many months. I sent out one letter a month. Doing it too often takes away the effect. But about once a month a good talk on economy on the road, illustrated by at least one good example, has a salutary effect upon the salesman."

The right sort of economy letter, written in a spirit of helpfulness and not of criticism, does have its effect upon the right type of salesman. And it also tends to "smoke out" the indifferent salesman or the man who spends the firm's money in a wasteful manner.

Of course, the time will never come when the sales manager must not give some thought to holding traveling expenses at a minimum. But it is just as well to keep in mind that, since this is part of the day's work, it is a

good thing to plan it constructively rather than destructively. If the sales force, as a force, is kept awake to the importance of watching expenses and is reminded at not too infrequent intervals of the best ways and methods of getting the right kind of service on the road at a reasonable price, the tendency is for the salesman to become a better and more economical buyer. When the salesman stops to think of it (as he seldom does unless somebody calls his attention to it) the buying of hotel rooms and meals is a truly important factor in the cost of maintaining a business. It obviously cannot be handled by a single expert buyer. For that reason, it is apt to develop looseness and wastefulness. But, if on the other hand, each individual who spends some of the firm's money in this way is kept alive to the size of the total expenditure and can be kept impressed with the fact that he can help to save, it means that there are really a large number of individuals thinking of the importance of saving. Nine salesmen out of ten have a real feeling of loyalty for their houses—a live sense of loyalty which is generally developed to a higher pitch than is the feeling of loyalty by an inside man. The daily contact with competitive conditions goes far to develop a feeling of loyalty through the constant fighting for the line and for the house.

When such men come to understand the importance of business economy as applied to their jobs and, on top of that, are given practical pointers in how to go about saving, the response is usually sincere and effective. My old friend, Rube Wardell, summed it up nicely, some years ago, when he said to me: "The house has got to buy me a big breakfast every morning when I'm on the road. But you can count on my seeing to it that it doesn't pay any more for that meal than it is worth. And if walking down the street a couple of blocks will give me what I need for six bits instead of a dollar, I'll walk and save that quarter for the house!"

## Do You Publish a "You" or "Us" Publication?

GRAYBAR ELECTRIC COMPANY, INC.  
NEW YORK, DEC. 28, 1926.

*Editor of PRINTERS' INK:*

We like to speak of "house magazines" in this office.

We realize that the person who receives a copy of the "Graybar Tag" is very likely to get several hundred other pieces of mail in the same delivery. We are asking him to look over our particular publication. In order to justify his interest and time, we have to put something in the pages which will interest him, will tell him something about the way other people conduct the kind of business at which he is making his living and to tell him something about our products which has a relation to the profit he makes from being in business.

If we were to call our publication a "house organ," we might be tempted to write an "us" paper. When we call it a "house magazine," we hope we put ourselves in the mental position of trying to produce a "you" publication.

*The Atlantic Monthly, The Saturday Evening Post and The Red Book* are magazines. In the sense that our paper is trying to carry in every issue something that will interest each classification of reader, we too, publish a magazine.

The publications of other businesses which come into our office seem to us to divide themselves naturally into two classes—house magazines and house organs and we are doing our utmost to keep ours in class one.

GRAYBAR ELECTRIC COMPANY, INC.  
C. L. FUNNELL,  
*Advertising Department.*

## S. R. Hoye Returns to Capper Publications

Stephen R. Hoye, formerly with The Capper Publications, Topeka, Kans., and recently vice-president of the Purcell Advertising Company, Inc., Miami, Fla., has joined the New York staff of The Capper Publications, with which he was formerly associated. He will represent the Capper farm papers in Pennsylvania and in the South.

## Lesco Account for Manternach Agency

The L. E. Scott Company, Southington, Conn., manufacturer of Lesco cleaning fluid and iron rust remover, has appointed The Manternach Company, Hartford, Conn., advertising agency, to direct its advertising account.

## With Shelby Syndicate

A. M. Lovell, formerly with the National Telephone Directory Company, St. Louis, has joined the Shelby Syndicate, of that city, as account executive.

# The A.B.C. Circulation Investi- gation In Louisville, Kentucky, Is Completed

THE most dastardly attack ever perpetrated by a newspaper against a competitor has COMPLETELY fallen down.

The Bureau's searching six-months' investigation failed to substantiate any charge made by an envious competitor and its findings only served to emphasize the honesty, integrity and the outstanding leadership of these newspapers.

## Get Your Copy of the A.B.C. Report

### The Courier-Journal

### THE LOUISVILLE TIMES

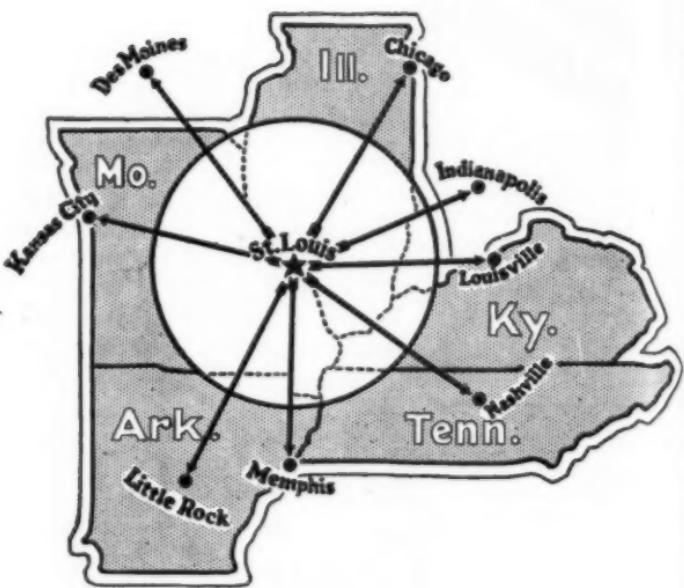
Farther ahead in Circulation and in Advertising Lineage than ever before during their 100 years of Leadership in the rich Louisville Market.



REPRESENTED NATIONALLY BY THE S. C. BECKWITH SPECIAL AGENCY

Jan. 13, 1927

# Consider if



St. Louis **Globe**  
*The Newspaper of T*

F. St. J. Richards - - - New York  
Guy S. Osborn - - - Chicago  
J. R. Scolaro - - - Detroit

# From this angle

and you'll understand better why  
this influence of St. Louis has  
developed The 49th State—

**H**ERE'S St. Louis—wealthy industrial metropolis in the center of a region of varied resources. Travel in any direction from St. Louis, and you'll not reach another metropolis for nearly 300 miles. . . . At the 150-mark—half-way out—you'll encounter the Chicago influence, or the Kansas City influence, or the Memphis influence, or the Indianapolis influence, as the case may be.

Within the 150-mile radius you find the St. Louis influence. Here the people think as St. Louis people do. They trade in St. Louis. St. Louis is their market.

Throughout this big circle—The 49th State—the influence of St. Louis and the influence of St. Louis' largest daily newspaper have developed one of the most compact markets of the world . . . Easy to travel . . . Easy to sell . . . Easy to ship to.

Remember that in 198 thriving towns of more than 1,000 population, 20 per cent or more of the families read The Daily Globe-Democrat. In 209 towns of more than 1,000 population, 20 per cent or more of the families read The Sunday Globe-Democrat.

You cover St. Louis plus with advertising in this famous newspaper. You cover the entire 49th State.

**D**emocrat  
*paper of The 49th State*

C. Geo. Krogness - San Francisco  
Dorland Agency, Ltd. - London

Jan. 13, 1927

## Government Advertising Is Not a Guarantee of Goods

*Washington Bureau  
of PRINTERS' INK*

A GOVERNMENT agent who solicits the inspection of goods by letter and advertisement, does not thereby give a warranty of the goods when he sells them. This is according to a decision handed down last week by the United States Supreme Court.

The case grew out of a petition filed by the Maguire Company to recover from the United States for the alleged breach of a contract, made by the Surplus Property Division of the War Department, for the sale of a certain quantity of waterproof duck. The Court of Claims, on its findings of fact, dismissed the petition, and the case was appealed to the Supreme Court.

According to the final decision, the basis for the company's contention is that it purchased, pursuant to an advertisement by the Surplus Property Division, a quantity of material listed as olive drab waterproof duck, weight 12.4 ounces per yard. This description, the company held, according to commercial usage, referred to the weight of the duck before it had been waterproofed, and indicated that it had weighed 12.4 ounces in that condition, but that the duck delivered under the contract, although then weighing 12.4 ounces or more, had weighed only 10.5 ounces before being waterproofed, and was of less value than the 12.4 ounce duck which the company had purchased.

The Court of Claims found that samples taken from the duck, both before and after delivery, weighed 13.4 ounces, or more, per yard; that there were no recognized commercial standard weights of waterproof duck, and that the increased weight caused by waterproofing varied according to the process and ingredients used. It also found that the commercial practice was to sell waterproof duck on samples without mentioning weight, and that the Government delivered the actual material described.

In its opinion, the Supreme Court quotes the dismissal of the Court of Claims to the effect that neither the plaintiff nor its agent inspected the material before bidding or before consummating the sale. Inspection was invited by the Government, and it was expressly stated that no bids would be received subject to inspection after bidding. The Court of Claims also held that the advertisement of sale and the letter accompanying it, which the plaintiff saw before bidding, put purchasers upon notice and charged them with the duty of seeing what they were buying before they bought. Purchasers were told that if they bought something other than what they thought they were buying they could not assert a claim on the ground of misunderstanding.

Furthermore, the Court of Claims held that if the plaintiff received from the Government a different material from that which it thought it had bought, it was not the fault of the Government, and that the Government delivered to the plaintiff exactly the material which it advertised for sale.

In reviewing the case, the Supreme Court found that the construction and effect of the advertisement and the accompanying letter were correctly stated by the Court of Claims. The Supreme Court also held that the description of the weight of the duck cannot be regarded as in the nature of a warranty, in view of the specific statements in the letter that inspection of materials was invited, and that the materials would not be sold subject to inspection after sale.

The final decision then cites a similar case and states that although the quantities turned out to be much less than those shown in the list, it was held that the plaintiffs had no cause for action, since the naming of quantities "cannot be regarded as in the nature of a warranty, but merely as an estimate of the probable amounts in reference to which good faith only could be required of the party making it." This principle, the Supreme Court held, is conclusive of the present case.

## Shipping Advertising Material to Foreign Countries

GOODELL-PRATT COMPANY  
GREENFIELD, MASS.

*Editor of PRINTERS' INK:*

Do you know of any foreign countries which place an extra import tax or tariff on American merchandise because of the fact that advertising material is packed with the product?

We are considering the advisability of including a sixteen-page booklet, of a catalog nature, in all our packages. The question has come up whether or not this package enclosure is likely to add to our taxes or tariff in any of our foreign markets.

GOODELL-PRATT COMPANY  
ALVIN H. DESSAU,  
*General Sales Manager.*

**M**ANUFACTURERS must exercise care when sending advertising material to foreign countries. There are regulations to be observed and before taking any definite steps, the rules and regulations of each country into which the merchandise is to be shipped should be investigated.

The Bureau of Foreign and Domestic Commerce has recently issued a report called "Shipment of Samples and Advertising Matter to Europe"—Trade Information Bulletin No. 145. This report contains all the information that a manufacturer will want, who contemplates sending printed matter abroad.

"Shipment of Samples and Advertising Matter to Asia, Africa and Insular Possessions" is the title of another Trade Information Bulletin that may be obtained from the Bureau of Foreign and Domestic Commerce. It is also called Trade Information Bulletin No. 427 and is similar to the one on Europe.

In as much as the best method of handling the shipment of advertising and samples varies with each country, the question as to the mode of shipment is considered in both of these Government pamphlets from four standpoints—(a) When imported alone as a separate shipment; (b) when imported with other goods; (c) when sent in small quantities through the mail; and (d) with regard to the pre-payment of duty.—[Ed. PRINTERS' INK.]

## "House Organ" to Stay with Us

S. ROLAND HALL  
EASTON, PA., DEC. 22, 1926.

*Editor of PRINTERS' INK:*

The term "house organ" is so well established in the advertising world that I doubt if it will ever be supplanted by "house magazine."

I have seen "house magazine" used now and then, also "corporation magazine." The latter does not exactly fill the bill because some publications of the house-organ character are issued by business houses or individuals that are not in the corporation class.

Many years ago when I wrote a report on the house-organ subject, I finally adopted the phraseology of "house publications." Feeling, however, that this title would not be clear to everyone, I retained the house-organ term as an explanation. The word "organ," like the word "agent" and the word "solicitor," may not always be pleasing, but it is likely, in my judgment, to be in our midst for many years to come.

S. ROLAND HALL.

## Advanced by Marshall Field & Company

Porter J. Case and J. A. King have been appointed assistant general sales managers of Marshall Field & Company, Chicago. Mr. Case has been with this company for twenty-five years and since 1918 has been division sales manager of the territory from Denver west. Mr. King has been with this company seventeen years and has been recently division sales manager of Ohio, Michigan and Indiana.

## Burgess-Brooke Changes Name

Burgess-Brooke, Inc., Minneapolis mail advertising service, has changed its name to the Burgess-Roseberry Company. The officers of the company are Merrill C. Burgess, president and treasurer, Walter J. Roseberry, vice-president, and Gilbert I. Beckwith, secretary.

## District of Columbia Paper Co. Appoints R. N. Finlay

Robert N. Finlay, formerly with the George H. Ellis Company, Inc., Boston, has been appointed advertising manager of the District of Columbia Paper Manufacturing Company, Washington, D. C.

## Conti Account for Edwards, Ewing & Jones Agency

Soap Distributors, Inc., Brooklyn, N. Y., Conti Castile soap and shampoo, has appointed the New York office of Edwards, Ewing & Jones, Inc., advertising agency, to direct its advertising account.

# 1,117,844

lines of advertising were gained by The Post in 1926 over 1925. Of this increased lineage, 723,016 was purchased by department stores, specialty shops and other display advertisers; 256,592 lines by national advertisers and 138,236 lines by classified advertisers. The total lineage carried was 9,694,230 lines.

In 1926 the daily city and suburban circulation of The Post was 13,986 greater than at any other time in the paper's history.

The Post's net paid daily average city and suburban circulation is 129,764. Its total circulation is 205,359.

# Cincinnati Post

A Scripps-Howard Newspaper

Represented by

Allied Newspapers, Inc., 250 Park Avenue, New York

# 909,560

Persons Live in Cincinnati's Trading Territory

According to the 1920 census the population of Cincinnati's trading territory (within a radius of 37 miles) was:

|                            |         |
|----------------------------|---------|
| Metropolitan area .....    | 550,245 |
| Towns in trading area..... | 159,813 |
| <hr/>                      |         |
| Total .....                | 710,058 |

(No rural free delivery population included.)

An estimated growth of 10 per cent in the past six years gives this area a population of 781,063. Rural free delivery is made to 33,815 families. This gives a rural free delivery population of 128,497. Thus we have in Cincinnati's CITY AND SUBURBAN AREA:

|                           |         |
|---------------------------|---------|
| In Metropolitan area..... | 605,269 |
| In suburban towns.....    | 175,794 |
| Suburban R.F.D. area..... | 128,497 |
| <hr/>                     |         |
| Trading territory.....    | 909,560 |

This city and suburban territory can be covered adequately only by using—

# Cincinnati Post

A Scripps-Howard Newspaper

Represented by

Allied Newspapers, Inc., 250 Park Avenue, New York

# Some Hard Facts on Easy Payments

A Banker's View of the Things That Must Be Done to Keep the Instalment Plan Safe for Prosperity and Posterity

By John G. Lonsdale

President, The National Bank of Commerce in St. Louis

**A**NYTHING from baby carriages to shrouds, covering Heinz' "fifty-seven ages of man" is obtainable on the deferred payment plan nowadays. The only limitation is that life is brief and time so fleeting that the fiddler is not always paid. But even this has been anticipated by the nimble minded who, in the mad scramble to increase the ease of this sort of buying, are advertising: "Our easy payment plan provides for no payments during sickness or death."

The part-, time-, deferred-, or easy-payment—all the terms have a sinister aspect if interpreted too literally—is largely a plant of American culture. In England, it is derisively called the "On-the-Never" plan, quite frankly inferring what is too often the result, although the idea is growing in Great Britain.

In America there is hardly a phase of our national life, or a class of our vast population, entirely free of its wiles, for, while it is by some considered an instrument of the *hoi polloi*, there are, no doubt, many who brave the threat of social ostracism to aggrandize the society they grace.

Even in the lowly cabin of the cotton picker, where once the strumming of a banjo and the crooning of the mammies was all that happiness demanded, the collector comes his molesting way: "What's all that noise gwine on ovah at yo' house last night?" asked one of the colored gentry of a friend. "Dat, 'Y dat was nottin, only the gen'man from the furniture store collectin' his easy payments."

Some condemn, some praise.

Address before the thirty-ninth annual meeting of the American Economic Association, Dec. 29, 1926.

Let us analyze: for, frankly, I am not out of tune with the plan. For the purpose of correcting its abuse, it may be necessary to dwell more upon its shortcomings than its virtues. By honest criticism, the good in the plan can be preserved, whereas all the puffing and palaver I could muster wouldn't make it succeed if it's wrong, or affect it one iota. It's like a cigar; if it's good, everyone wants a box; if it isn't, all the puffing in the world won't make it go.

It appears to me only fair-minded reasoning that working people are as entitled to use their earning capacity for the reasonable extension of their happiness as a merchant is to borrow on the anticipated earning power of his business enterprise.

I cannot fully share in all this hue and cry over instalment buying, particularly the alarm over its tremendous increase, which figures do not fully substantiate. Consumer credit is no more vicious than any other form of credit, but, being for the most part in new and sometimes inexperienced hands, it has suffered abuses. But, whether you or I like it or not, instalment buying in some form or fashion and in some measure is in American business to stay; it is too necessary as a continuing outlet for mass production.

## REMEDY HARD TO APPLY

It is just as dangerous, or more so, for the business life of the country to become over-extended into the hands of the consumer through lax credits as it was for merchandise to freeze in the merchant's hands in 1920-21, and the remedy cannot be nearly so effectively applied to millions of unknown distressed and widely scat-

tered purchasers on the other side of the counter. The extended consumer, then, is economically a disastrous hazard to be painstakingly avoided, even at the loss of business volume.

For instance, it is claimed that there is continually over three billion dollars' worth of merchandise bought but not paid for. This is projecting the purchasing powers of the people by just that much. That this constitutes a serious liability under any slow-up in the record pace of our industries there is no gainsaying. With over-production grown into over-extended consumption, a brand new complication of our economic life would come up for solution. Therein, if you please, lies most, if not all, of the alarm the financiers of this country feel for the system, and rightly so!

On the other hand, a survey made early in 1926 shows that, despite the big total involved, only one dollar in ten of wages is actually tied up in instalment buying. Comparing total wage payment with total value of goods sold, the situation looks less ominous, at least so long as prosperity holds the wage totals up.

Properly controlled, the time payment method directs buying power into more worth - while channels instead of dissipating the income on knicknacks, whatnots, and inconsequential purchases. The system applied to the necessary and dependable conveniences is to be commended. It is only in its growing abuses—the risky application of payments on everything under the sun—that the policy is endangering the even flow of business. Conducted with sanity and judgment, applied with the same wise business scrutiny that characterizes successful merchants everywhere, the seeming time-payment catastrophe that the sound-minded see in its misuse can be averted. It is not to be condemned for its faults, but wisely directed for its virtues.

There is little doubt that this day and age enjoys comforts undreamed of but by wealth and royalty of other generations. One cannot find too much fault with

an idea that distributes happiness in this fashion. It's nice that contentment can be just as democratic as Government in this country—and you know how democratic that is. But, like the cafeteria, instalment buying displays before the consumer's eye such an array of heretofore forbidden sweets that the tendency is all too much to overbuy, and in doing so to lose sight of the real value and quality in the ecstasy of possession. It is, in essence, expensive buying of things we never expected to have anyway. How much of the merchandise would be sold under straight capital purchasing is problematical, although it is well to remember that the old style merchant—maybe the new style ones, too—sold a lot of goods on instalments without any intention of doing so. But, in the customer's slowness and the merchant's mounting bills receivable are found all the evils of the plan, without any, or few, of its benefits. We used to call that buying on "tick." There was seldom a down payment. I've even known the merchant to sell money orders on time to facilitate his customers trading elsewhere. Credit is the easiest of privileges to abuse.

#### EASY TO LOSE CONTROL

The whole scheme is so easy to get out of control; first, the customer seldom can confine his instalment shopping to income; the payments look easier than they are—that's where it gets its name. Just like the army, it is too easy to get into and mighty hard to get out of; but the enthusiastic merchant wants to make a sale and his competitor across the street is making easier and easier terms. You must be careful these days; a casual "howdy," the inadvertent nod of the head, the waving of a goodbye, the merest gesture, can be interpreted as a buying order. In fact, that's all that is needed in some places, for signatures and dotted lines are obsolete where the down payments among the none-too-careful merchants have reached the vanishing point.

Then, its critics claim it is a robbing-Peter-to-pay-Paul proc-

## A Year of GOOD WILL

1926 Record of Advertising  
in the Six Leading Women's  
Publications.

*(In this tabulation Good  
Housekeeping is No. 1)*

| Magazine | Total*<br>Accounts | Number*<br>of Pages                |
|----------|--------------------|------------------------------------|
| No. 1    | 752                | 1833 <sup>10</sup> / <sub>11</sub> |
| No. 2    | 562                | 1551                               |
| No. 3    | 453                | 983 <sup>1</sup> / <sub>23</sub>   |
| No. 4    | 271                | 469 <sup>1</sup> / <sub>5</sub>    |
| No. 5    | 466                | 677 <sup>3</sup> / <sub>4</sub>    |
| No. 6    | 412                | 634 <sup>11</sup> / <sub>17</sub>  |

\*Exclusive of school advertising.

Good Will  
and Good Business  
which advertisers

THAT one business or product should possess Good Will in greater degree than others in the same line is seldom or never the outcome of chance or circumstance.

Rather it is because the more successful business is more exacting in its application of these two necessary principles of Good Business:

(1) The building of a sound, wholly reliable product that fully meets the needs and the demands of the market.

# A Test of GOOD WILL

Business naturally go together. A simple way in which advertisers can test Good Will.

The constant maintenance of quality to hold friends once made while adding continuously to their number.

Good Housekeeping is a business, too, and has been guided by these common sense principles in developing its own Good Will. Its more successful Good Housekeeping has been in every printing the Good Will of business: 12 million and a quarter readers is shown by the sound, attendant Good Will of advertisers in Good Housekeeping. For more pages of advertising are profitably used by more advertisers in

Good Housekeeping than in any other leading woman's publication.

To discover how general is this Good Will, to what extent advertisers can expect to profit by it, merely ask any woman whose opinion you respect, whose home you admire: "What good does Good Housekeeping do you?"

Thus simply can be tested Good Housekeeping's ability to mold the buying opinion of those discriminating women in every community whose influence is felt most.

## GOOD HOUSEKEEPING

CHICAGO NEW YORK BOSTON SAN FRANCISCO

ess; that while it may stimulate some, it is at the expense of other lines; that unless the aggregate earnings of the people are increased there can be no enlargement in the total purchasing power. Thus, many times the purchaser is forced to choose between beefsteak and tires—and there is a difference—the choice falling on the automobile side mostly because thereon lies the notes. The butcher, the baker, the candlestick maker, being less legally foresighted, patiently await their "pound of flesh," enduring the torture of the damned and the banker simultaneously, until all of the "stall" has been removed from the instalment process.

It actually is on record where an autoist, riding in a car that carried mortgages like spare tires, was forced to buy eggs from his grocer on credit and resell them to buy gasoline for the insfalmant chariot.

Few of us but what have friends, yes, friends of present affluence, who started married life with an unpaid-for wedding ring and the vow, "Until debt do us part." Certainly, in this respect, the in-everybody-we-trust idea can be credited with laying the foundation of some mighty comfortable and happy American homes. Yet, the "you-get-the-girl-we'll-do-the-rest" slogan is susceptible to some truth-in-advertising revision.

Were these but half-truths, it is evident that the growth of the instalment system has not been entirely healthy—"mortgaging the future" and "stretching credit too thin," are trite and perhaps well-worn terms, but their import is not to be discounted; neither is the patient to be excused when an operation here and there will render him a valuable ally to prosperity.

As a banker, I've been inclined to feel that it thwarted the fundamental precepts of thrift. However it might interfere with the regular savings program for happiness and independence, it is not fully apparent in the continually growing savings totals of the country. To the contrary, it may

teach saving, although in a cart-before-the-horse fashion. Many people who would never save otherwise, find themselves saving for something they want. Saving to spend is not the banker's ideal, but then, we're not responsible for human nature; we just cater to it. Looking at the hopeful side, maybe the fact that meeting payments requiring careful handling of the cash teaches home financing and the use of a valuable budget system. If these constructive cases outweigh the less provident who get into debt up to their necks because it is easy to do, then proportionately the condemnation lessens.

#### MUCH GOOD IN PLAN

That there is much that is laudable in the deferred payment plan, particularly if not deferred too long, is fully apparent. It undoubtedly lends color to our national life and less color to our politics. The fact that through such a process the rank and file have become home owners, bond holders, and possessors of commendable comforts of life makes it mighty hard for Americans to see "red," whatever the ledger shows. This is an advantage that takes a lot of weighing, for sweet are the thoughts of content.

This growing desire to have is not to be smirked at; as we want, we usually work. Maybe, then, instalment buying has done almost as much for improving the efficiency of labor as plant welfare work, or thereabouts.

Quite frankly, the financial world is no little concerned with some of the trends of instalment buying, or, as it so often becomes, "instalment selling" of the highest pressure type. The year 1927 may be no different from any other year, but it is at least no period for playing fast and loose with this new-fangled policy of merchandising. It has been with us long enough now to have displayed its faults. Every worthwhile business practice has come finally to us out of a thousand perils. What is the answer in this particular case?

Here are some of the things that

can be done to keep this merchandising practice from becoming a drop stitch in our tapestry of prosperity: Wherever possible, increase the down payment and decrease the number of payments. Obviously, the first payment should be large enough to impress on the mind of the purchaser two things: the expense of the article, and a sense of ownership. The length of time should be short enough so that the article will not depreciate greater than the prospective owner's share, or jeopardize the security of the lien holder before final payment. At no time should the unpaid balance be more than the reclaim value of the goods. For this reason, it is apparent that payment should be completed before the article become obsolete. Long-time payments, therefore, on merchandise that deteriorates because of changes of style, is a questionable course.

Other suggestions have been made that all dealers be required to endorse instalment paper so they will assume their proper share in the deal; and that financing companies be compelled to carry a reserve as a guarantee of service to the customer.

The vital factor is not instalment buying, but the extension of credit. The fact that the purchaser is going to pay in instalments is secondary. The buyer's mere willingness to obligate himself is not sufficient. Is he entitled to credit? Is the risk of the merchant out of proportion to the buyer's expected income? Would the average banking institution grant credit as laxly as do some instalment concerns? Is there positive information as to the purchaser's income? Is there always an effort made to find out how much he has already obligated himself for? Is the purchaser's reputation for meeting obligations good? In brief, the age-old keystone of credit — What's his character?

These are primary questions most bankers would ascertain. Nothing fancy, nothing new; just common-sense procedure that

good bankers everywhere have worked out as safeguards in mercantile credits. So, if the merchant is to turn banker, it behooves him to get some of the banker's viewpoint.

It is satisfying to know that already in St. Louis the retailers are taking the initiative principally through their credit men in constructively curtailing instalment transactions by more painstaking credit treatment.

One other thing—the character of the purchaser must be such that final payment creates an asset in tangible form; otherwise, we'll be living in a Fool's Paradise of inflated purchasing power and unearned and unpaid for, and sometimes worn out, comforts. Carrying our daily life on too narrow a margin is like any other speculation—dangerous!

## New Accounts for Grand Rapids Agency

The White Advertising Agency, Grand Rapids, Mich., has been appointed to direct the advertising account of the Woodcraft Shops, of that city, manufacturer of decorative garden pieces. Magazines will be used.

The Lauzon-Morse Company, manufacturer of furniture, and the Joseph P. Lynch Sales Agency, Grand Rapids, have also appointed this agency to direct their advertising accounts.

## Eugene Danzinger with Timken Roller Bearing

Eugene Danzinger, for the last two years with the Gamelin Advertising Service, Springfield, Mass., has been made assistant advertising manager of The Timken Roller Bearing Company, Canton, Ohio.

## Metal Works Appoints Dauchy Agency

The Benedict Metal Works, Inc., New York, has appointed The Dauchy Company, New York advertising agency, to direct its advertising account. Business papers will be used in an initial campaign which will begin at once.

## Joins Blackman Agency

Miss Mary Loomis Cook, recently with the J. Walter Thompson Company, has joined the Blackman Company, New York.



## In LOUISVILLE

—executives in industrial enterprises direct 60,000 workmen in the production of farm implements, iron and steel products, musical instruments, wagons, cement, leather goods, paints and varnishes and more than 100 other different products.

Among these executives rests control of all purchases of materials and equipment for Louisville's 857 industrial firms, whose combined production during 1925 exceeded \$325,000,000.

The concentration of *The SYSTEM* circulation among these executives provides unusually effective coverage of the buying points in this market.

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In Louisville, ***The MAGAZINE of BUSINESS SYSTEM*** offers an excellent key to the business market, for 86.7% of its subscribers are members of the executive groups which direct Louisville business and industrial enterprises.

#### PROPRIETARY

|               |    |
|---------------|----|
| Owners.....   | 68 |
| Partners..... | 44 |

#### CORPORATE OFFICIALS

|                                  |     |
|----------------------------------|-----|
| Presidents.....                  | 186 |
| Vice-Presidents.....             | 49  |
| Secretaries of Corporations..... | 37  |
| Treasurers.....                  | 25  |
| Bank Cashiers.....               | 17  |

#### OPERATIVE EXECUTIVES

|  |    |
|--|----|
| General Managers and Assistant General Managers..... | 48 |
| Superintendents and General Foremen.....             | 40 |
| Sales and Advertising Managers.....                  | 26 |

#### Comptrollers, Auditors and Accountancy Executives.....

32

Financial Executives..... 21

Professional Men..... 14

Office Managers..... 7

Credit Managers..... 6

Purchasing Agents..... 4

Traffic Managers..... 1

Sub-Total (86.7%) ..... 615

#### OPERATING AND MISCELLANEOUS

Salesmen..... 41

Office Employees..... 34

Miscellaneous..... 19

Total (100%) ..... 708

NEW YORK

***The MAGAZINE of BUSINESS SYSTEM***

CHICAGO

## Before You Use the Photograph of a Living Person

THE WILLIAM COHEN CO.  
PITTSBURGH, PA.

*Editor of PRINTERS' INK:*

We wonder if you can tell us whether or not there is a standard form of permission or of release that can be signed by companies and their individual employees involved in the case of a photograph or photographs taken in their plant of some machine in operation. This question has been raised by one of our industrial clients, but the answer we do not know.

We take it that all that is needed is a letter of permission which automatically releases the manufacturer from liability. Are we right?

THE WILLIAM COHEN CO.

BEFORE using the photograph of any living person or persons for advertising purposes, the advertiser should have in his possession a written statement authorizing its use. These written statements may simply be a letter of agreement or they may be what is usually called a "model release."

A model release form that is widely used reads:

### Model Release

For value received, I hereby consent to the use for advertising or trade purposes, of the original or reproduction of the photograph, portrait, picture or likeness of myself—of..... a minor of whom I am (parent) (guardian)—by the artist, by the reproducer, by..... or by any of its customers or other interested parties. Dated.....

(Signature)

Note: This blank must be signed by the model, if of age, or by the parent or guardian of a minor, before bill covering work will be paid.

Another release was sent to PRINTERS' INK by a commercial photographer. This reads:

Date.....

In consideration of..... the receipt of which I hereby acknowledge, I hereby sell and assign to..... the exclusive right to copy and reproduce the photographs designated by the title..... in any manner whatsoever, and to secure copyrights for all such reproductions.

(Signature)

(Signature of Witness)

An article that appeared in the

April, 1925, issue of PRINTERS' INK MONTHLY under the title, "What Are Your Legal Rights to Testimonials?" goes into this subject very thoroughly. It was written by Edward I. Devlin, Jr., a member of the New York Bar.—[Ed. PRINTERS' INK.]

## W. S. Doxsey Returns to Penton Publishing Company

Walter S. Doxsey, formerly advertising manager of *Marine Review* and *Power Boating*, publications of the Penton Publishing Company, Cleveland, has resigned as sales manager of the McMyler Interstate Company, also of Cleveland, to return to the Penton company as editor of the *Daily Metal Trade*. He succeeds Joseph F. Froggett, who has been made senior editor of all the Penton publications.

## Start Advertising Campaign for Western Red Cedar

The Red Cedar Lumber Manufacturing Association, Seattle, Wash., has started a national advertising campaign for Western red cedar, featuring the slogan, "1927 is a building year." The Izzard Company, Seattle advertising agency, is directing this advertising account in which magazines and business papers are being used.

## Joins Henry P. Boynton Agency

Ray Poole, formerly with Fuller & Smith, Inc., and Manning & Greene, Inc., both of Cleveland, has joined the production department of the Henry P. Boynton advertising agency, also of Cleveland.

## Corset Account for Philip C. Pack

The Jackson Corset Company, Jackson, Mich., manufacturer of College Girl and Artistique corsets and brassieres, has appointed Philip C. Pack, advertising, Ann Arbor, Mich., to direct its advertising account.

## New Direct-Mail Business at Toledo

The Postal Press is a new Toledo corporation formed by George R. Kirkland, John L. Cory and Harold F. Hadley to specialize in printing and direct-mail campaigns.

## Joins the Bott Advertising Agency

Mrs. Eytel Curtis-Gaffney has joined the copy staff of the Bott Advertising Agency, Little Rock, Ark.

3, 1927

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## ON TO THE CENTURY

Many world-leaders of yesterday and today reached their years of greatest accomplishment after 50. Beyond the half-century mark their administrative powers became mellowed by time, solidified by experience and balanced by judgement.

Like individuals, organizations of business men, after 50, either decline or continue to ascend. To remain stationary is impossible.

As the year 1927 unfolds its unwritten history, the house of Isaac Goldmann Company looks out upon its second half-century of service more vigorous, more efficient, more enthusiastic and more progressive than ever.

Whatever *your* chosen field, may the fruits of your labors be most bounteous throughout the new-born year.

**ISAAC GOLDMANN COMPANY**

ESTABLISHED 1876

"*Printing of Every Description*"

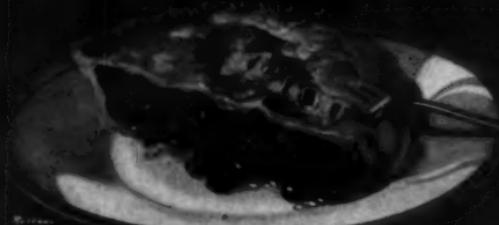
80 Lafayette Street

New York City

Phone Worth 9430

# SUN-MAID RAISINS

*are used by Quality Bakers*



*Serve  
RAISIN  
PIE /  
Tonight!*

**Sun-Maid** ew

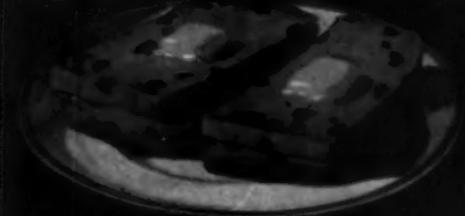
THE Sun-Maid Raisin officials made their first Street Car advertising contract for the entire county because they were influenced and impressed by the fact that many of the leading grocery specialty advertisers used the medium.

When they signed the contract for the second year,

**STREET RAILWAYS** ER

# SUN-MAID RAISINS

*Good Bakers and Housewives*



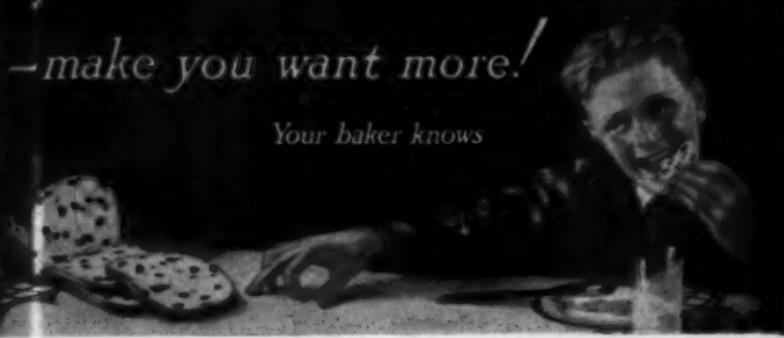
*use  
the same  
materials*

*Ask your Baker*

# SUN-MAID RAISINS

-make you want more!

*Your baker knows*



## SUN-MAID NEWS AGAIN

Their first service, they knew from their own experience during the previous year that Street Car advertising had functioned satisfactorily for them.

Advertisers When they recently authorized the renewal for the third year of service, they did it with enthusiasm and a still higher regard for the value of Street Car advertising.

ADVERTISING COMPANY

## SUN-MAID RAISINS

*Make a good pudding*



*complete*



soft  
silent  
safe  
strong

## WORDS THAT SELL BED SPRINGS

If your product is the very best of its kind, all the world will beat a path to your door. But it takes a long, long time. There are so many doors.

The Haggard and Marcusson Company make bed-springs—splendid bed-springs. But buyers take bed-springs pretty much for granted. There are so very many good ones.

People want comfort. So we chose four simple words to describe our bed-springs. We defined these words in terms of comfort. We had a series of advertisements, cohesive and effective. And we sold sleeping comfort to thousands.

Every inch of Haggard and Marcusson newspaper space brought a real return in retail sales.

Let us help you increase the return from your space.

*They call us specialists,  
in everything that goes  
into the modern home.*



*If your products fall in  
this category, we can  
help you sell them.*

Only items that make a home

R·E·SANDMEYER·&·CO

153 NO. MICHIGAN AVE. CHICAGO

# ADVERTISING

SALES ANALYSIS

RESALE PLANS



1927



## When Can the Headline Be Omitted?

**It Is Not Always Necessary to Prelude Text with an Opening Display Line**

By W. R. Heath

**A**n advertiser has recently omitted all display sentences and headlines from his campaigns, in all mediums, because of a conviction that if copy is well written and shrewdly illustrated, they are unnecessary. It is far better, in his estimation, to have the reader start right off with the first sentence of the text and to approach it by no circuitous route through a maze of hand-drawn heads, sub-heads and other prolog devices.

He contends that it is a current weakness in much advertising to keep putting the reader off before the body of the message is at last encountered. When too many of these preliminary skirmishes take place, the reader is often wearied before he comes to the text proper.

"For several years," this advertiser states, "we took particular pride in the originating of our copy 'leads.' They were sometimes written and rewritten a dozen times. They had to be clever and spicy and with a world of significance.

"In many instances, not content with a strong headline, we would step-down secondary sentences, which also seemed worthy of emphasis, and occasionally an advertisement would be confused and involved by a string of these display type or hand-drawn interjections, headlines and captions.

"But we discovered that there

was a strong tendency on the part of readers to think these voluble headlines had told all that was worth telling. The remainder was



# HUPMOBILE *Six*

HUMMOBILE HAS OMITTED THE HEADLINES FROM A  
NUMBER OF PERIODICAL ADVERTISEMENTS

anti-climax and consumed unnecessary time in the reading. So they didn't read it.

"Now this was opposed to our reasoning that a well-written headline arouses the appetite for what is to follow. We decided that we had been overdoing it. We had been trying to say too much in our headlines instead of stopping when curiosity had been aroused.

"Headlines are unquestionably somewhat of an advertising habit. We think that no advertisement is complete without them. They are

written in the working recipe of almost every campaign.

"But it is as erroneous to take for granted that every advertisement demands a headline, and can't get along without it, as to assume that every advertisement must be illustrated, or must have a decorative border.

"A campaign in behalf of Perfection oil heaters eliminates the headlines and gets immediately down to the business of selling, through the copy itself. There is, in each instance, a provocative picture, and if you study the text closely, you discover that the missing headline is actually in the first paragraph of this text, although it is not featured or played up in headline style.

"Our company uses headlines whenever they seem advisable and necessary. If the illustration is of such a character that a clever headline will work well with it, we give the matter earnest consideration, but, in the majority of cases, we use a small-type caption instead. I now feel that there is popular confusion on the part of many advertisers regarding headlines and captions.

"We so often observe an advertisement in which the headline is actually an explanatory caption for an attention-compelling picture, and has little or nothing to do with the text. The idea appears to be to use these two, the headline and picture in conjunction, to make the reader stop for that first interested, usually superficial, investigation. Then the text starts off irrespective of what has gone before. The illustration and headline are blatant ballyhoos, nothing more.

"The only excuse, it seems to me, for a featured, hand-drawn, or bold-face headline in type, is to announce and lead into the text. The illustration should require no such assistance. If it does require explanatory notes, then it should have a caption, not a headline.

"We now devote the attention we once gave to headlines, to the opening sentence of our copy. We put all the power and cleverness into those prolog words.

"As a consequence, the first thing the reader does when he looks at the advertisement, if he is interested at all, is to start off with the selling message from the very first line of type. There are no interruptions or delays. We have him into the big tent from the initial second. There are no sideshows.

#### VOGUE FOR SIMPLE ADVERTISING

"There seems to be a trend toward simplified advertising. As few units as possible are being employed. Where once an advertisement might contain a dozen or more separate units, now the formula is toward elimination. Often it means a picture and the text, with no large signatures, trademarks, borders or other interrupting themes. Some of our most attractive advertisements have been made up of two parts only, an illustration and a block of text. They lure the eye, I am inclined to suspect, because they demand so little work of it. There are no visual stumbling blocks. A picture and a message, that is all.

"The display without a headline gives an entirely different physical appearance to a campaign and this, in itself, is refreshing. It seems to me there have always been too many persistent rules and traditions and formal plans of operation. These so often lead to monotony. The modern idea is to get as far away from such hindering ties as possible and to make layouts as different from what has gone before as possible without becoming extreme.

"Some of the most interesting and dignified recent Cadillac advertisements carry no display lines of any description. An illustration of a particularly refined and atmospheric quality is immediately followed by the text. But those first paragraphs of Cadillac copy are wonderfully thought out and worded.

"The majority of the current Duco advertisements in color are without headlines, as are those for the Eclipse Bendix Drive. Some advertisers, such as Fisher Bodies, who believe in brief copy, auto-

# BUSINESS ~

**Delivering a market of great purchasing power, concentrated in a group of more than 170,000 real executives.**

**BUSINESS goes where business is.**

**The editorial content of BUSINESS is carefully planned each month for the busy business man.**

*If you have an advertising message for BUSINESS EXECUTIVES write for further information*

# BUSINESS

SECOND BLVD. AND BURROUGHS AVE., DETROIT, MICH.

J. R. HAYES  
One Park Ave. Bldg.  
New York, N. Y.

C. D. MACGREGOR  
Burroughs Avenue  
Detroit, Mich.

S. D. R. SMITH  
434 South Wabash Ave.  
Chicago, Ill.

E. C. WILLIAMS  
Hobart Bldg., San Francisco, Calif.

A. E. CHRISTOFFERS  
Walton Bldg., Atlanta, Ga.

matically look upon the copy as the headline and are content. Their displays are invariably well groomed, immaculate and physically tidy.

"Many Hupmobile advertisements are minus headlines. But the text is kept well to the top of the layout, along a certain optical level, and it seems almost second nature to proceed to read what is said, without the special allurement or invitation of a display head.

"In any event, whether it will ever be the universal idea or not, this style of composition is interesting and provides another form which advertising make-up may take. We have definitely decided against headlines, save when they are so well-worded and so apparently indispensable, that we feel they must be run."

### Electric Refrigeration Corporation Reports Sales

The Electric Refrigeration Corporation, Detroit, reports net sales of \$17,163,128 for the nine months ended September 30, 1926. Net profits for the same period, after charges and Federal taxes, amounted to \$2,622,652. This includes the earnings of the Electric Refrigeration Corporation and subsidiaries with the exception of the Refrigeration Discount Corporation and Kelvinator of Canada, Ltd.

### G. R. Cullen Joins Stalker-Ewell Agency

George R. Cullen, formerly with McKinney, Marsh & Cushing, Inc., Detroit advertising agency and at one time assistant advertising manager of The Studebaker Corporation, South Bend, Ind., and publicity manager of the Hudson Motor Car Company, Detroit, has joined The Stalker-Ewell Company, Toledo advertising agency, as sales and contact representative.

### P. H. Hubbard, Advertising Manager, "Pencil Points"

Philip H. Hubbard has been appointed advertising manager of *Pencil Points*, New York. For the last three years he has represented the Chemical Catalog Company, Inc., and the Pencil Points Press, Inc., both of New York, in the Western territory, with headquarters at Chicago.

### Lumber Paper Changes Size

The page size of the *Mississippi Valley Lumberman*, Minneapolis, has been changed to 9 by 12 inches. The type page size is now 7½ by 10½ inches.

### Some Are "House Organs" Others, "House Magazines"

FOAMITE-CHILDS CORPORATION  
UTICA N. Y., DEC. 29, 1926.

*Editor of Printers' Ink:*

My own personal opinion regarding whether company publications should be called "House Organs" or "House Magazines" favors "House Magazines."

On the other hand it seems to me that there are certain publications issued by various companies which are "House Organs" and could not be properly called "House Magazines."

I rather like to think of a "House Organ" as a medium of communication between one person or body and another. For instance, our little monthly publication, "Blazes," is sent out to our sales force only and this, I believe, should be known as a "House Organ."

A pamphlet published periodically containing miscellaneous papers or compositions which is sent out without reference to any particular body of persons could quite properly be called a "House Magazine." We publish a "House Magazine" known as "Industrial Fire Chief" which is sent out to insurance officials, fire chiefs, State and municipal authorities as well as executives of industrial enterprises.

So, to my opinion, a magazine which is sent out to a specific class would be a "House Organ," and the one distributed more widely should be known as a "House Magazine."

FOAMITE-CHILDS CORPORATION  
N. F. KIMBALL,  
*Editor, "Industrial Fire Chief."*

### Name of McGovern Shoe Company Changed

The name of the McGovern Shoe Company, Logan, Ohio, has been changed to the McGovern-Bringardner Shoe Company as a result of a recent reorganization. M. P. Bringardner has become general manager and treasurer of the company. T. W. McGovern has been made sales manager. The executive and sales offices have been moved from Columbus to Logan, Ohio.

### Lehn & Fink Report Net Profit

The Lehn & Fink Products Company, and subsidiaries, Pebco tooth-paste, Hind's Honey & Almond Cream, Lysol, etc., reports a net profit for ten months ended October 31, 1926, of \$1,147,063, after charges.

### E. C. Hawley with Minneapolis Printer

Elmer C. Hawley, formerly advertising manager of the Insulite Company, Minneapolis, has joined the sales department of the Byron & Learned Company, printing, also of that city.

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# National Distribution is *Not Enough* to make a National Farm Paper

A FAVORABLE AUDIT bureau report is a good thing. We are for it. But it is no substitute for a **national editorial policy**. C. A. Taylor, and the editors of Farm Life, have made the *farm family* the center around which they have built a **national editorial policy**, which draws on national resources for interest and entertainment and includes the distribution of concentrated information affecting the money-making processes of the farm, through which the requirements of the farm family are satisfied.

T. W. LeQuatte  
*Advertising Manager*

# Farm Life

Spencer, Indiana



## WHAT ADVERTISING WON'T DO

One hears a lot these days of the profits made by advertisers.

Losses are not so apt to be mentioned.

It's like our friends who play the stock market. All seem to be winners.

It is a human trait, whether buying corporation stocks or advertising space, never to discuss one's losses.

We believe that the majority of advertising failures are due to attempting the impossible.

Advertising truly is a great sales and economic force. That fact seems beyond serious question.

But—the best advertising conceivable cannot overcome the handicap of out-of-date or over-priced merchandise.

"We need a new salesmanager," says the president. "My salesmen are slipping," says the salesmanager. "Our advertising isn't pulling," says the advertising manager.

Any one or all of those conditions can be true. On the other hand, *none* of them may

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be true. The inherent weakness may be and often is the *unsalability* of the product!

What gave the Victor Company renewed life? Salesmanship, advertising or new merchandise? In the washing machine industry, did not Maytag's spectacular rise begin with the aluminum "Gyrafoam" model?

When did Pierce-Arrow's outstanding success begin? Wasn't it with the announcement of the now famous "Series 80"?

Instances of big concerns that have been forced into the background thru failure to modernize their merchandise are even more numerous.

Business courtesy, of course, prevents naming them publicly.

Accuse the advertising fraternity of cowardice, if you please. Call them "alibi artists." Resurrect the old bromide, "Advertising Doesn't Pay."

The fact is, there is nothing the matter with Advertising.

Advertising *always* pays under these conditions—(a) Merchandise must be inherently sound, up-to-date, and fairly priced; (b) the advertising must be produced by men of established ability and experience.

Until those two conditions *do* exist, our advice is—DON'T ADVERTISE.

HENRI, HURST & McDONALD • *Advertising*  
58 EAST WASHINGTON STREET • CHICAGO

374 DELAWARE AVENUE • BUFFALO

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# DOMINATE THIS GREAT FIELD

*—at little cost*

In the publications which form this Association lies an ungrasped opportunity for manufacturers to dominate the display columns with their copy.

Uncrowded, convenient in size, you avoid the fight for attention confronted in many other media which even fail to cover so thoroughly the vast town, village and country markets of America.

Here is a group for decades past firmly established in the daily life and affection of the families in these districts. Space that makes quick volume sales as attested by the success of scores of mail order advertisers.

The shift in buying habits of this population brought about by the motor car and the amazing improvement in small town stores opens an important channel of "attack" for "publicity" advertisers.

At unparalleled low line rates, any manufacturer can easily dominate this great field with but a comparatively small campaign.

*Some manufacturers are using these magazines on their full schedules because they tested them with keyed copy first. Why don't you try that?*

## Mail Order Publishers Association 510 No. Dearborn Street, Chicago

### PUBLISHER MEMBERS

|   |                                       |
|---|---------------------------------------|
| Mother's-Home Life, Chicago             | Pathfinder, Washington, D. C.         |
| Household Guest, Chicago                | Today's Housewife, New York City      |
| Home Friend, Kansas City, Mo.           | Blade and Ledger, Chicago             |
| Illustrated Mechanics, Kansas City, Mo. | Clover Leaf Weeklies, St. Paul, Minn. |
| Household Journal, Batavia, Ill.        | Illustrated Companion, New York City  |

**"THE BEST SPACE VALUE IN AMERICA"**

# How to Get a Mailing List of Retail Salespeople

An Answer to Those Who Say It Can't Be Done

By Ruth Leigh

**A**NATIONAL advertiser who, heretofore, had had no direct contacts with store clerks, was discussing ways and means of sending educational bulletins to retail salespeople.

"I'll grant these store folks need some help in selling my product, but how can I reach them? With the constant labor turnover in retail stores, is it possible for any manufacturer to maintain direct contacts with counter salespeople?"

Not only was it possible to point out advertisers already doing this, but this executive was agreeably surprised to find out how comparatively easy it is to get and keep up to date a good mailing list of retail salespeople.

The object of this article, therefore, is to answer practically, by means of cases, these questions which apparently face many national advertisers: How can I get a good mailing list of retail salespeople who sell my goods? How can it be kept up to date without a lot of work and expense? Should educational material be sent to the homes of salespeople or to the stores?

Last year I was talking with an advertiser who puts out a nationally advertised line of brushes.

"Certainly, we send out educational material to the clerks who handle our product," this executive assured me, somewhat indignant that I should have questioned.

I asked for samples and was shown what is recognized as a "merchandising book"—a book addressed primarily to dealers, containing suggestions for advertising, displays, and general merchandising of the particular line. It had about three pages of practical information which could be used by a saleswoman behind the counter.

"But this is intended for the dealer," I objected. "The girls

behind the counter, in four cases out of five, won't see this."

Somewhat reluctantly, this executive agreed.

I cite this illustration to clarify one point in the minds of advertisers who think, because they send out, practical merchandising helps to dealers, that they are "educating the retail clerk."

Booklets or bulletins addressed to the merchant seldom, if ever, reach salespeople behind the counters. If you want to reach them direct with educational material, you must send it personally to them, or take definite steps to see that the material is placed in their hands. So many advertisers make the mistake of drawing no distinction between a merchandising book (it, too, may be educational—for the merchant) and educational material for retail salespeople, that it is incumbent upon every advertiser to test his literature with this question: Is it exclusively for the dealer or exclusively for his clerks? It is seldom possible to straddle both fields with the one piece of literature.

#### SALES MEN COLLECT NAMES

A national advertiser in the footwear field was planning for the next year to send educational bulletins to shoe store salespeople. His problem was: How can I, starting from scratch, build up a good mailing list? The first step he took, several months before the date set for sending out the educational bulletins, was to furnish his salesmen with three by five cards with instructions to hand them to every retail salesperson with whom they came in contact. Each night, when sending reports to the home office, the salesmen included these little cards, properly filled in, gathered during that day's calls. The cards were worded as follows:

## FREE

Would you like to receive, starting January 1, some practical, interesting bulletins which will help you sell more (mentioning name of product) .....? If so, write your name and address below:

Name .....  
Store .....  
City .....

If you would like bulletins sent to your home address, write it below:

Through the medium of traveling salesmen handling these cards, it was possible for this footwear advertiser to get the basis of an excellent, first-hand, up-to-date list of retail clerks. Not content, however, with this method of collecting names, this advertiser took a second step. He wrote the following letter to every dealer on his list, and mailed it, enclosing cards, as a personal communication:

Dear Sir:

Starting January 1, we expect to furnish free some practical educational material for your salespeople that will have two objects:

First: to increase shoe sales by teaching your salespeople to give intelligent shoe service in selling ..... (mentioning product).

Second: to increase sales of .....

This educational material will be in the form of monthly bulletins addressed personally to your salesmen and designed to improve their salesmanship on all lines generally and on ..... in particular.

To make these educational bulletins produce big sales results, we should like to mail them personally to your salesmen.

Should you care to avail yourself of this help offered without cost, please write on the enclosed cards the names of your salesmen and saleswomen who will most benefit by receiving these ..... educational bulletins. We will mail them either to the homes of your salespeople or addressed to them at the store.

In case we have not enclosed a sufficient number of cards, please list additional names on the back of this letter. We shall send as many bulletins as you need.

We repeat: although these bulletins are intended, frankly, to increase sales of ..... they are vastly important in training your salespeople to give helpful service. Such service cannot help but enhance the reputation of your store with customers.

Yours very truly,

This letter resulted not only in informing merchants of this new educational service (thereby building good-will for the advertiser), but its immediate purpose—to get more names for the mailing list—

was well achieved. Of course, some duplication resulted, because of cards returned by the traveling representatives, but it was comparatively simple for the office girl in charge of the mailing list to watch carefully and to eliminate duplicate names.

Because they have no separate lists of retail salespeople and believe it almost impossible to get them (it is really easy using the direct method just cited), many advertisers spend large sums preparing an elaborate educational manual for retail salesmen and then proceed to waste it by mailing the book to their dealer list. They do this in the vain hope that the merchant will look at the book and then pass it among his salespeople. Theoretically, this should be the case, but practically it seldom works that way. The merchant will not hand to his salespeople material addressed to him. Either he throws it away (I have seen many do it), or he lets it lie around his desk. Simple as it would seem for him to say to Miss Smith: "Here's a good book that I want you to read because it will help you sell more gloves"—he does not do it.

The Vanity Fair Silk Mills, Reading, Pa., have been tremendously successful in mailing literature direct to saleswomen who sell Vanity Fair Glove Silk Underwear. The company's method of keeping its clerk mailing list up to date is to use envelopes with return postage guaranteed. In this way, most of the letters addressed to individuals at stores or at their homes are returned when they no longer reach the addressee. H. B. Snader, sales manager, says: "Our list is made up in two ways. We prefer to send the Barbara Wayne letter to the homes of the salespeople, but we let them express their wish. If they would rather have it at the store, we send it there. New names are added to the list through inquiries which we may receive and also when a new account is opened, the salesmen have been provided with sales order blanks, on the back of which is a special section devoted to the dis-

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## KNOWN MERIT



C O L O N E L  
E D W A R D M.  
H O U S E

*International Affairs*



tribution of Barbara Wayne bulletins. The salesman fills this out and indicates with a check mark what regular material the person is to receive, whether the Barbara Wayne bulletins each month, sales manual, general announcements; also whether the address given is the home or the store."

The Armstrong Cork Company, Lancaster, Pa., which has been highly successful in sending educational material to linoleum salesmen, explains its method in this way: "The educational literature which is mailed from us to retail salespeople is rather limited and is controlled largely by the personal efforts of our salesmen, our sales promotion men, and our jobbers' salesmen. Through these sources, we try to keep our lists accurate and up to date. Wherever possible, we prefer to send literature on the subject of linoleum to the home of the salesperson, since we believe that uninterrupted reading results. Of course, many firms argue that literature about merchandise which makes profit for the store should be read on the store's time, but with us, it is rather a question of makin' just as sure as possible that it will be read."

Getting a mailing list of retail salespeople does involve extra work at the start, but an advertiser can be sure that the direct response he gets from salespeople (assuming that his material is properly prepared), will more than pay for the time and effort involved.

### Francis DeWitt Joins Reimers & Osborn

Francis DeWitt has joined the staff of Reimers & Osborn, Inc., New York advertising agency, as director of creative production. He was formerly vice-president of Sherman & Lebair, Inc., and before that had been with George Batten Company and N. W. Ayer & Son.

### "Northwestern Commercial Bulletin" Changes Size

Starting with the January 12 issue, the *Northwestern Commercial Bulletin*, St. Paul, changed its page size to 9½ by 13 inches, and its type page to 8½ by 11½ inches.

## Birthright Sought on Three House Magazine Titles

WESTERN UNION  
PHILADELPHIA, PA.

*Editor of PRINTERS' INK:*

Please refer your files house organ names and wire collect if anyone is using the name *Sell-O-Grams*. Particularly anxious to know if being used in connection with paper business. Thank you.

Wm. A. HENTZ.

GEO. F. McKIERNAN & CO.  
CHICAGO, ILL.

*Editor of PRINTERS' INK:*

We would appreciate your informing us if the name "HomKraft" has ever been copyrighted or used on any publication.

GEO. F. McKIERNAN & CO.  
DON P. McKIERNAN.

ALABAMA ADVERTISING AGENCY  
BIRMINGHAM, ALA.

*Editor of PRINTERS' INK:*

Will you please advise us if the title "Health and Beauty" is now used for a magazine or house organ?

It has been suggested as a title for a co-operative druggists publication.

ALABAMA ADVERTISING AGENCY  
H. J. BRUNER.

THE house magazine titles questioned in these communications have not previously been registered in the PRINTERS' INK House Magazine Title File.

If any reader recognizes "Sell-O-Grams," "HomKraft" or "Health and Beauty," it will be appreciated if he will inform PRINTERS' INK of the names and addresses of the concerns that are making use of the titles.—[Ed. PRINTERS' INK.]

### J. L. Clark Account for Hurja-Johnson-Huwen

The J. L. Clark Manufacturing Company, Rockford, Ill., manufacturer of lithographed tin cans and Gem ointment boxes, has appointed Hurja-Johnson-Huwen, Inc., Chicago advertising agency, to direct its advertising account. Drug publications will be used.

### Appointed by Automotive Equipment Association

George A. Brusch has been appointed a special merchandising representative of the Automotive Equipment Association, covering Oklahoma, Arkansas, Louisiana and Texas. He was recently sales manager of the Walker Manufacturing Company, Racine, Wis.

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# Note

**\* the decided preference of  
Albany advertisers for THE  
TIMES-UNION.**

local and National lineage score 1926

|                      |                         |                  |
|----------------------|-------------------------|------------------|
| <b>* TIMES-UNION</b> | lines of<br>Advertising | <b>7,949,289</b> |
| Second Paper         | - -                     | <b>5,631,081</b> |
| Third Paper          | - -                     | <b>5,393,410</b> |

*\*for 73 years the advertisers "first  
buy" in Albany ..... the buying  
guide of Albanians for three  
generations.*

# The Times-Union.

**FIRST IN ALBANY, N. Y., BY EVERY  
POSSIBLE LOGICAL COMPARISON**

Rodney C. Boone  
9 East 40th St.  
New York

H. A. Koehler  
Hearst Bldg.  
Chicago

Louis C. Boone  
Book Tower Bldg.  
Detroit

S. B. Clittenden  
5 Winthrop Sq.  
Boston

F. M. Van Gieson  
Monadnock Bldg.  
San Francisco



## THE FIRST FOUR

THE EVENING POST was the last of the New York newspapers to build its own plant. In this the Post was fortunate for it was able to profit by the experience of its contemporaries which have erected new homes within the past few years.

Today the EVENING POST is second to none in the completeness and efficiency of its equipment. The first four and one-half floors of the new EVENING POST BUILDING are given over to its editorial, business and mechanical departments. The service which the EVENING POST can render to the reader and the advertiser has been correspondingly increased.

But most important of all, this spirit of progress has been just as evident in the editorial as in the mechanical departments. To all the splendid qualities which have long distinguished the EVENING POST have been added improvements that are attracting a steadily growing number of new readers.

Jan. 13, 1927

## ND ONE-HALF FLOORS

If you would like to see a modern newspaper in  
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making, I should be delighted to have you visit  
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the EVENING POST plant. Simply telephone to Mr.  
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Nicholson, Whitehall 9000, and he will gladly ar-  
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John C. Martin  
[GENERAL MANAGER]  
[N. Y. EVENING POST]



*The*  
**PLAIN  
 DEALER**



**ALONE**  
*will  
 sell it*

**E**VERY week,  
 every month,  
 every year, The Cleve-  
 land Plain Dealer pub-  
 lishes **MORE** paid  
 advertising than any other  
 Cleveland newspaper.

For the year 1926:

|                        |                  |
|------------------------|------------------|
| Plain Dealer . . . . . | 18,418,713 lines |
| Press . . . . .        | 15,104,534 lines |
| News . . . . .         | 13,059,507 lines |

National lineage, 1926:

|                        |                 |
|------------------------|-----------------|
| Plain Dealer . . . . . | 4,815,247 lines |
| News . . . . .         | 2,612,564 lines |
| Press . . . . .        | 2,501,182 lines |

# *The Cleveland* **Plain Dealer**

NEW YORK  
 110 E. 42nd Street

DETROIT  
 Fine Arts Building

CHICAGO  
 360 N. Michigan Avenue

# Industrial Advertising That Discourages Curiosity Seekers

These Ideas Produce Advertising That Attracts Logical Buyers, Not People Who Are Valueless from the Sales Point of View

By B. H. Miller

Advertising Manager, The Permutit Company

SLOWLY and laboriously, drawing each wobbly letter carefully in unaccustomed ink, Tony Marelli wrote his name and address on the dotted lines of an advertisement coupon. That done, he scrawled the name of a large manufacturing company with equal care on a somewhat smudged envelope, and tucked the coupon inside.

Tony was ambitious. Ten years ago as a boy of eleven, he had come to the wonderful United States in the steerage of a big boat with his father and mother and two younger sisters. For almost ten years he had worked with his father in the coal mines near Scranton; first a donkey boy, then a helper and finally a full-fledged miner and member of the union.

Then one day Giovanni, who lived in the other half of their two-family house, got him a job in the big boiler plant that supplied the mine with power. And after much ponderous thought, Tony had made the decision to give up the profession of his father and seek higher things in this land of opportunity. Tony would be an engineer!

Of course, he was only starting as a helper around the boilers, but he knew that if he showed the boss he was smart and willing, he would get a better job. So when he found an old copy of a power plant trade paper he took it home, a treasure that made him feel already on the way toward being an engineer.

Tony could read neither quickly nor easily. Simple words he knew, others he would spell out laboriously letter by letter. But there was one word Tony could read at almost any distance, and when his eye lighted upon it as he was

turning the undecipherable pages of his treasure, he stopped at once.

F-R-E-E—there it was sure enough in big letters over a picture of a book. After much wrinkling of forehead and moving of lips Tony made out that this book had something to do with boilers, and that it would be sent free, for the mere signing of one's name on a small coupon in the corner.

Thus was born one more inquiry for a manufacturer of boiler plant equipment. And all over the country, people equally valueless, from a sales point of view, had answered that same advertisement. A school boy in St. Paul, Minn., who wanted some of the illustrations from the booklet for his collection; a printer in Canton, Ohio, with an eye to soliciting the account; a sophomore at the University of Wisconsin for possible use in his advertising class; a clerk in a small manufacturing plant near St. Louis, who always answered coupons that offered something for nothing.

"There's always that to contend with," concluded the vice-president in charge of sales, looking over the brim of his coffee cup. "when we try to get inquiries. Why, two of our sales engineers actually wrote me personal letters about that advertisement, they were so mad."

"Do you think that difficulty occurs with all advertising that goes after inquiries?" asked the third member of our party.

"I don't know anything about the mail-order business, but in my own business, that sort of thing has happened every single time we tried for them," replied the vice-president, "and after that last experience I gave very definite

orders never to use coupons again. You know, you have to send a salesman on only one or two wild-goose chases, to knock his morale into a cocked hat."

"I think you are making a big mistake," I put in, "for we have been able to get worth-while inquiries through advertising, and our business is not very different from yours. If you are really interested in details I will be glad to tell you something about our methods."

"Of course I am," said the vice-president, adding, "and if you tell me anything practical I can apply to my business I will stand for the lunch even though it is your turn this week."

"Challenge accepted," I replied promptly; "we're off."

\* \* \*

To begin with, we manufacture industrial equipment that is sold to boiler plants, textile mills, hotels, hospitals, laundries, food canners, in fact to hundreds of industries. Sales are made through our own salesmen working out of fifteen branch offices and the unit of sale is between \$2,000 and \$3,000.

Now the selling of our products involves a lot of engineering and technical details that can be covered only by a trained sales engineer on the ground. Competitive arguments have to be met, the engineering specifications must be discussed with the purchaser's staff, and the economics of each proposed installation thoroughly thrashed out. These are the subjects that must be covered by salesmen, and to that end they are trained, coached, and equipped.

Our advertising, on the other hand, involves an altogether different problem. The average manufacturer has no idea of the benefits he can derive from the use of our equipment. He knows about our products only in a vague and general way, and it is rare indeed when, of his own accord, he will take the initiative in starting an investigation.

Primarily, therefore, our advertising must be educational. It must point out to possible users where and how they stand to gain

by installing one or more of our products. It must start the prospect's mind in our direction, must increase his consciousness of the advantages to be gained, which, in the last analysis, is the usual reason why anyone buys anything—for personal gain.

Let me make this point clear, for it is a very important one. Our advertising, and this holds true for practically all industrial and much general advertising, exists for the purpose of developing potential sales markets by creating and strengthening the public's awareness of how they stand to gain by using our products. Our sales force comes into action after this awareness has been established, and working with the intimate details of each individual case, they carry the prospect through to the ultimate purchase.

Assume we want to sell equipment to hotels, and that only those hotels having more than fifty rooms are prospects. We analyze the problem about as follows:

Hotels generally are one-man affairs; that is, a single individual, the hotel manager, is responsible for plant equipment, supplies, service, plant maintenance, profits, in fact everything. Therefore, our advertising must be written specifically to interest him. Again, hotels smaller than fifty rooms have more simple organizations than the larger institutions. They rarely operate their own laundry, for example; their kitchen and other plant equipment is of a more simple nature; their restaurant and guest room service is less elaborate.

Here, then, are two fundamental points for our advertising. First, it must deal with the personal problems of the hotel manager. Second, it must be written for the environment of large hotels—it must talk in the terms of the bigger institutions.

Some years ago, I was faced with this very problem. After working out these general conclusions, I went out and talked to hotel managers personally, and had several men from our advertising agency do the same. The hotels we selected, with one or

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two exceptions, did not have our equipment, because we were going to advertise to non-users, and their point of view is different from that of the user.

This, by the way, is a point generally overlooked by market investigators. The man who walks, thinks of automobiles in different terms from the veteran motorist; the radio fan uses a vocabulary totally foreign to his uninitiated brother. And it is no different in industry or business. The user of any product has an undeniably different point of view from the non-user, and we do not sell to users.

From personal contact, therefore, we learned fairly accurately what the large hotel manager thinks about in the conduct of his affairs. We learned his personal problems, his interests, and in connection with our own products, we learned the channels of his thinking.

Our advertising was then prepared along those lines. We talked in terms of the large hotel environment, we followed in the paths of the hotel managers' thought, and we endeavored to point out, from his own point of view, the benefits that would accrue from the use of our equipment.

For four years now, this advertising has been very effective. It is published in the leading hotel journals, it is broadcast by mail to a mailing list of hotels every other month. And we get an average of fifty inquiries from each advertisement, practically all of which are of the type we want.

Naturally, we do not make sales to all these inquirers, for a great many would not be justified in buying our equipment for either financial or practical reasons. But we do sell approximately 10 per cent of the inquiries, and it is almost unheard of to receive an idle curiosity inquiry. Furthermore, we apply these same principles to our advertising in dozens of other fields of business, and we get almost the same result in every case.

The reason is obvious. In every instance we write our advertisements in the thought paths of our

prospects. If we want to interest an operating man such as a chief engineer or mill superintendent, for example, we talk about his personal problems, from his point of view. We tell him how our products make his work easier, how to avoid overtime and Sunday labor, how to eliminate specific troubles. These are the real interests of all operating men, and to the executives we talk economies, savings in labor and materials, improvements in processes, etc. If a man were not occupied with these problems in his daily life, he would be very unlikely to read our advertising. It is too closely related to specific business and industrial matters to interest the outsider. Generally speaking, it would bore him.

But there is another reason why we get few idle curiosity inquiries, and that is the design of our return coupons and postal cards.

Honesty, you know, is a pretty well-established human trait after all, at least I have found it so when it comes to filling out advertisement coupons. On all our coupons and postal cards, we have spaces to be filled out with certain data concerning the inquirer's name and position in his company, together with information about the size or character of his plant. If it is a hotel, we ask for the number of rooms and whether or not there is a laundry; a boiler plant is asked its boiler horsepower, etc. A laundry is asked the number of wash wheels.

#### NO INSTANCES OF FAKE DATA

Out of many thousands of inquiries, we naturally receive quite a few that are not real prospects, but it is rare indeed that this is not evident from the data given. Often a man will write that he is not a prospect, but would like certain information. In the many years we have followed this advertising practice I do not recall a single instance where anyone filled in fake data, in order to get our literature.

\* \* \*

"This is all very interesting," said the third member of our party, "but how would you apply it to my business—wire fencing?"

"By a strange coincidence, I had

something to do with a fencing problem not long ago," I replied, "and the principles I have just outlined worked very well indeed.

"A friend was interested in a new kind of fence made of chestnut stakes bound close together with copper wire. It was a sort of palisade effect, very strong and lasting, and with all apologies to your products, much better looking than a wire fence. Came in six-foot sections. He asked me to help him.

"The first tendency in advertising this product would naturally be to write competitive copy pointing out all the advantages of this fencing over existing types, for surely few products are so thoroughly established in the minds of the public, as are fences.

"But if you will consider the thought paths of prospective fence buyers for a moment, you will see that competitive features are not the things that start them buying fences. That is sales material that helps get the order later on but it won't start people thinking about fences.

"After running through the possible reasons why people buy fences we came to one outstanding reason why people would buy this particular fence—to shut off the public gaze, obtain privacy in other words. There was our thought path. Prospective buyers would be home owners with big front yards, traffic on the streets and that sort of thing.

"We got up some copy from the home owners' point of view and included photographs that illustrated the privacy this fence would assure. The coupon had spaces to be filled in with the number of feet of frontage on the prospect's place. That was our coupon design.

"Small space was taken in one of the home decoration magazines, and we also mailed the same copy to a list of well-to-do property owners in a New York suburb.

"I do not have the complete figures for this campaign as it is still in progress, but I do know that this advertising pulled a large number of inquiries, and that prac-

tically everyone was a good prospect. The curiosity seeker was very conspicuous by his absence."

The vice-president pulled out his watch. "Sorry," he said, "important engagement. I'm late already. Waiter! Bring the check to me."

### Testimonial Advertising Should Be Restricted

GREAT NORTHERN LIFE INSURANCE  
COMPANY  
CHICAGO, JAN. 3, 1927.

*Editor of PRINTERS' INK:*

Dana Hubbard's article on paid testimonials in the December 9 issue is one of the finest things I have seen for a long time. He said what I have been thinking myself and I am sure others have had the same opinion.

There should be a law requiring all advertisers who publish testimonials, either to confine themselves to testimonials from nonentities, or to include in the advertisement an affidavit that the testimonial was spontaneous and was not paid for.

JOHN HALL WOODS,  
*Advertising Manager.*

### Oxford University Press Appoints G. Howard Harmon

The Oxford University Press, New York, publisher of the Oxford Bible, Clarendon Press publications, etc., has appointed G. Howard Harmon, Inc., advertising agency, also of New York, to direct its advertising account. Newspapers, magazines and business papers are being used.

### Acme Cabinet Account for Behel and Harvey

The Morton Manufacturing Company, Chicago, manufacturer of Acme bathroom cabinets, has appointed Behel and Harvey, Inc., Chicago advertising agency, to direct its advertising account. Trade papers, class and general magazines and direct mail will be used.

### A. F. Whitney Joins "Mid-Week Pictorial"

A. F. Whitney, formerly with the Butterick Publishing Company, New York, as manager of its free lance staff agencies division, has become circulation manager of the *Mid-Week Pictorial*, New York.

### Death of Marvin E. Griswold

Marvin E. Griswold, president of the Griswold Manufacturing Company, Erie, Pa., aluminum utensils, died at that city on January 3. He had been connected with the Griswold company since 1892. At the time of his death he was also a State senator.

## Why Does the Agency Charge 15% on "Art and Mechanical?"

What proportion of agencies do charge 15%? How many charge more? Do any charge less? Do any agencies forego the charge altogether? Why do they make this charge? What particular services does it cover? Is the charge justified, or is it merely a habit? If you believe that straws tell which way the wind blows,

You'll Find the Answer in the

# Ellis Dope Book

Dope Sheet No. 24 is a compact 2200-word contribution on this moot subject. It analyzes the practice of 42 agencies, big and little, West and East, at it appears from their contract forms.

It suggests a better name than "art and mechanical" and a logical classification of preparational, supplementary and incidental items. It recommends a uniform billing practice to save confusion and extra work in accounting and auditing. It offers a short model contract paragraph to cover the whole business.

This is only one of a lot of Dope Sheets from the Ellis Dope Book, the new loose-leaf service for men who manage advertising. We'll send you No. 24 at less than list—read on to the finish.

The Ellis Dope Book is a good-

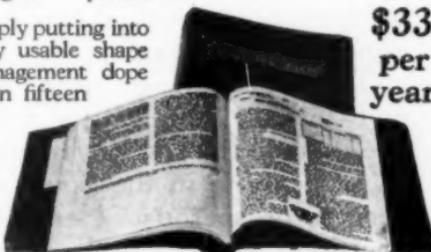
looking binder, into which we'll feed monthly close to 10,000 words of awfully good dope—Dope Sheets, working forms, charts—on advertising organization, relations and management.

In these Dope Sheets we do not discuss creative styles and principles; there are sources enough for that already.

We do discuss and illustrate many phases of the client-agency service contract, following up Lynn Ellis' amazing analysis of agency operation in his book, "Check-List Contracts."

We do discuss and illustrate many principles of advertising department or agency organization; management short-cuts and operating methods; costs, charges, profits—everything the advertising executive must keep posted on.

**\$33  
per  
year**



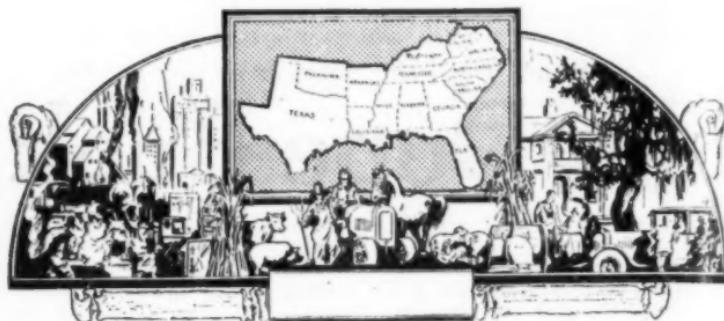
The Dope Book is simply putting into widely usable shape the boiled-down *private* management dope Lynn Ellis has accumulated in fifteen years of successful management. Every Dope Sheet will tell you something solid and make you think. You can buy more words about advertising for \$3.00 any day than we'll give you for \$33.00 (the yearly cash subscription price), but when it comes to dope you'll save, this is the one best bet.

Mark a letterhead "A-17" and pin a dollar bill to it. By return mail we'll send you this batch, listing at \$2.50—Dope Sheet No. 24, one other Dope Sheet (our choice) and a copy of Form GSA, the basic General Service Agreement from the book, "Check-List Contracts". Along with these you'll get our prospectus on the complete Dope Book service. But you can have that "regardless" by just asking for it, so let's hear from you anyway.

**LYNN ELLIS, Inc.**  
Advertising Relations  
and Management

**One Madison Avenue**  
Room 346, Desk A-17  
New York

# *Fundamental Facts Regarding the Southern Market in 1927*



**B**USINESS is good in the South—excellent would be a better word.

True crop conditions in certain instances have not been all that might be desired or expected, but even those crops have yielded planters and producers more money, much more money, than has been customary over the average of past years.

The South is not a one-crop country—emphatically not. It's a great big, happy, healthy, prosperous section, domiciling 30% of the population of America.

These people eat, sleep, dress, play, work and indulge themselves with luxuries just about as do the rest of America.

At no time in the South's history has she been so prosperous. Her granaries are full to bursting. Her natural resources are just being tapped. Her cities are booming. Never has she been so wealthy. Never have her people been so happy.

The day of the care-free, contented, take-it-easy South has passed; the days of feuds and

the

caste within caste. Today there is but one recognized aristocracy in the South. That won by education, culture and hard work. Thousands of new homes are being furnished every year. Thousands of new babies are tenderly received and cared for under smiling Southern skies. Thousands of boys grow to manhood with the age-old "desire-to-be-great."

There are vanities to be catered to, luxuries and necessities to be supplied. Investments to be made. So, through the human kaleidoscope!

Sales and advertising managers are planning to enter the South NOW and to concentrate their selling drives in **Southern Daily Newspapers.**

Because they can reach and cover this area more cheaply and more effectively by using newspapers than through any other medium. Manufacturers and advertisers who earn and securely fix their 1927 place in the Southern sales record will capture a position and prestige that will be mighty hard to displace.

Sooner or later the battle for Southern supremacy will be the major market battle of sales America. It is good business insurance—good selling strategy, to enter this fertile field while the South is entering upon its greatest era of prosperity; at a time when the advancing South is most susceptible to advertising suggestion—before the markets are gone, for when the South is sold it sticks.

*For General Information, Write Cranston Williams, Manager,  
SOUTHERN NEWSPAPER PUBLISHERS' ASSN.  
Box 468, Chattanooga, Tenn.*

***Sell The South Thru  
SOUTHERN NEWSPAPERS***

Jan. 13, 1927



## In a Single Ordinary Edition 6,809 Separate Advertisements— Practically Without Solicitation

LA PRENSA of Buenos Aires, according to the above cable, again broke its own record when it published 6,809 separate advertisements in its regular edition on January 4, 1927. The previous high record was 6,787, established on November 4, 1926.

The great volume of advertising in LA PRENSA has been built up from year to year with practically no local solicitation of any kind. Eight to fifteen pages of classified advertising voluntarily comes in over the counter, cash attached, daily. Most of the large volume of local display advertising is also obtained without solicitation.

On January 1, 1927, LA PRENSA also established a new circulation record for Argentina when it sold 350,308 copies, as compared to 300,407 on January 1, 1926.

**JOSHUA B. POWERS**  
*Exclusive Advertising Representative*  
250 Park Avenue

New York

# Perhaps the Bureau of Chemistry Can Help Utilize That By-Product

It Has Shown Several Important Industries How to Improve Products or Reduce Costs

*Washington Bureau  
of Printers' Ink*

SEVERAL industries have profited to the extent of many millions of dollars during the last few years, as a result of the industrial research work conducted by the Bureau of Chemistry of the U. S. Department of Agriculture. Unfortunately, this work is little known because it has been overshadowed by the more spectacular regulatory activities of the bureau.

The recent announcement of the discovery of methods for making cane cream, a new food product, calls attention to this service. Cane cream is a potential, secondary product of cane sugar factories and the methods for its production have been developed during the past year by the Carbohydrate Laboratory of the bureau. It is made from the juices of the cane, extracted in the last mills, which cannot be utilized as profitably as the juices of the first mills for the production of sugar. The Bureau of Chemistry began its series of experiments with these juices with the idea of diversifying the production of the factories and reducing the cost of cane sugar manufacture.

Under the supervision of the Government chemists, 1,000 cases of the cream are now being prepared by Sterling Sugars, Inc., of Franklin, La. These will be used as samples by the company, and will be widely distributed as an experimental effort to determine the demand for the new product. A number of uses for the cream have been suggested by the experiments of the laboratory, and they vary according to the consistency of the product. Cane cream may be used as a syrup on hot cakes or bread, or on ice cream. It is also palatable when used as a sandwich spread, and may be used for cake icings and candy fillings. Hence, it is probable that in

working out methods for the production of cane cream, the Bureau of Chemistry has furnished the cane sugar industry with an entirely new product of appreciable value. It is also likely that the sale of the product will benefit advertising, since it will require paid publicity to popularize it by making its uses widely known. But these results are yet to be demonstrated, and for that reason H. S. Paine, who is in charge of the Carbohydrate Laboratory, when he was asked to discuss the service the other day said that several more highly developed products would serve better to illustrate the value of the bureau's work to the food industries.

"First let me explain," he said, "that eighteen of our twenty chemical laboratories in Washington, are occupied to a greater or less extent with industrial research work. This research and experimentation are intended to benefit those of the country's industries which utilize agricultural products. The work is highly specialized. Our own laboratory handles nothing but carbohydrates, such as sugars, starches, honey and the like. The work of another is confined to proteins, and so on. Each laboratory has its particular specialized field."

#### THE ULTIMATE OBJECT

"Of course, the object of all the work is ultimately to assist agriculture, since the Bureau of Chemistry is a part of the agricultural department. Therefore, the bureau is interested in any problem which may be solved by chemical research or experimentation, provided the solution promises to increase the demand for an agricultural product. It may be a problem of increasing the efficiency of existing processes, of finding uses for by-products, of getting up some entirely new product, or of

finding industrial use for a product not being used. It is all a matter of assisting agriculture through the industries that utilize agricultural products."

One other qualification was mentioned by Mr. Paine, and it was to the effect that problems offered for the consideration of the bureau should be of wide interest and of value to an entire industry. Problems of the kind have been presented by many individual manufacturers, but most of them now reach the bureau through trade organizations. Lately, the Carbohydrate Laboratory has been working in co-operation with the American Sugar Cane League, an organization of the cane producers of Louisiana, and also with a number of beet sugar companies. Recently, the research committee of the National Confectioners' Association called to the attention of the bureau's chemists a number of serious problems which were handicapping their industry.

#### HELPING CANDY MAKERS

Since then, the Carbohydrate Laboratory has been of great assistance to the confectioners. In fact, the utilization in various ways of a simple product discovered by the laboratory has practically revolutionized certain aspects of candy manufacture, as Mr. Paine explained.

"One day," he said, "we received a letter from a candy manufacturer who wanted to know how to produce soft cream centers in chocolate creams. This looks like a very simple question, but we found it was something of a problem with all candy manufacturers. In this country, the sale of cream candies has been growing in comparison with that of hard candies, and we found that the increasing popularity of the creams made their improvement of special interest to the manufacturers. Then there was the problem of fermentation. Many manufacturers have sent us samples of coated creams that had burst because of the fermentation that had set up in the centers.

"Our problem was to find methods of producing a cream center

that was sufficiently hard to stand mechanical handling during manufacture, and one that would be soft and creamy when consumed. Furthermore, the cream center must have good keeping qualities, and it must not be subject to fermentation.

"The creaminess of the most palatable centers is due to the fineness of the sugar crystals and the proportion of crystals to the syrup which forms a coating on them. It is well known that in storage, or in dry weather, the syrup has a tendency to harden around the crystals, which results in a disagreeable grain that is felt by the tongue when the candy is eaten. The drying out also hardens the entire mass, and the consumer considers the hardness of cream centers as the principal symptom of staleness.

"Some time previously, we had successfully used invertase to prevent the crystallization of canned syrups. The manufacturers of sugar cane syrup were just beginning to use invertase, for a small quantity added to the syrup prevented sugaring, or crystallization, in the can, which previously had been a serious problem in the marketing of the product."

Mr. Paine then explained the chemical production of invertase; but since his explanation was rather technical, it is sufficient to say that invertase is a chemical product which changes cane sugar into invert sugar. While cane sugar has a tendency to crystallize from cane syrup, invert sugar is readily held in solution. Therefore, the presence of a small amount of invertase in cane sugar syrup prevents crystallization. Before the discovery of invertase, it was known that treating the syrup with acid would produce enough invert sugar to prevent crystallization, but the process gave an objectionable flavor to the syrup. Invertase does not change either the flavor or the color of any product in which it is used. It is made from waste yeast.

While the application of invertase to cane syrup has caused considerable comment and discussion, the use of the product in the manu-

# Your Share of Business in ARGENTINA

The latest surveys indicate that the coming year is to be one of the brightest that ARGENTINA has ever experienced.

Reports show that the Argentine peso has been steadily rising. It is now practically at par.

This is but another sign of the underlying economic soundness and prosperity of ARGENTINA and the consequent ability of the Argentine people to buy both the necessities and luxuries of daily life, in increasing amounts.

Tremendously significant to the actual or prospective exporter of merchandise to ARGENTINA is the fact that the wealth of the country is more evenly distributed than in any other Latin American country.

That explains the tremendous increase in American goods that are being sold to all classes of people in ARGENTINA.

## LA NACION *of* Buenos Aires

provides the channel for "right" advertising, because it

**LEADS** —in INFLUENCE; Due to its steadfast adherence to the highest principles of modern journalism and its extensive facilities for the gathering and distribution of news in an impartial manner, its prestige has been built on solid foundations and the influence which it wields among all classes of people constitutes a praiseworthy achievement in contemporary journalism. Of all the Spanish newspapers in Buenos Aires, LA NACION is the only member of the Associated Press.

—in CIRCULATION: LA NACION has the LARGEST and BEST circulation of any newspaper in ARGENTINA and is the ONLY newspaper in South America that has its circulation figures duly AUDITED and CERTIFIED. Audited circulation is authentic circulation.

—in ADVERTISING: LA NACION leads in the volume of display advertising in all classifications, carrying, for instance, three times as much American automobile lineage as its nearest competitor.

This preference, shown in such a practical and decisive manner by advertisers themselves and based on past performances, carries more weight than any argument that LA NACION could advance on its own behalf, that it is firmly entrenched in its position of LEADERSHIP as the medium for reaching the great buying power of a prosperous market—ARGENTINA.

**"Ask LA NACION about ARGENTINA"**

Editorial and General Office in  
the United States:

W. W. DAVIES

Correspondent and General  
Representative  
383 Madison Ave., New York

United States Advertising  
Representatives:

S. S. KOPPE & CO., INC.  
Times Bldg., New York  
Telephone: Bryant 6900

Write for "Advertising in Argentina" and "Certified Circulation," by  
Dr. Jorge A. Mitre, Publisher of LA NACION

fature of candies is little known outside of the industry.

"In our laboratory," Mr. Paine continued, "we demonstrated that a small amount of invertase added to the cream mixture would allow us to make cream centers sufficiently hard to make a continuous process of manufacture possible. This meant a great deal, for previously it required time for the cream to ripen. Then, after the centers were molded they had to harden for about twelve hours, usually, before they could be dipped or coated. With the inclusion of a small amount of invertase, the center could be molded very soon after the cream was made, and much less time was required for holding in the starch molds.

"Furthermore, after the centers were molded and coated they became soft because of the action of the invertase, and we found that the eventual consistency of the cream centers could be predetermined by the amount of invertase used in the mixture. Also, when invertase was used, the tendency of the cream to ferment was almost entirely eliminated, while the keeping qualities of the candy were very much improved."

As a result, the large manufacturer may now have all of the advantages of mass production, and he can ship soft cream candies long distances without fear of deterioration. The use of invertase has encouraged the development of mechanical handling, which has reduced manufacturing costs. The returns of stale and fermented goods have been greatly reduced, and now all kinds of cream candies can be guaranteed to be soft and creamy when consumed.

The manufacture of invertase has formed a new and growing industry. It is made in this country exclusively, under public patents which are the property of Americans, and is now being widely sold not only throughout this country, but also in England, Canada and Australia.

Several other interesting problems which the Carbohydrate Laboratory is attempting to solve were explained by Mr. Paine. One in-

vestigation which promises a great deal for the cane sugar industry is expected to substitute scientific methods for a rule-of-thumb process now in vogue. In making raw sugar, the juice is clarified by the application of lime and heat which eliminates certain gummy substances. The exact amount of lime which should be added and the control of the heat are delicate propositions. The juices vary to such a degree that a certain quantity of lime may produce only a 50 per cent effect on one run of juice, while it produces a 100 per cent effect on another.

In their experiments, the chemists of the laboratory are securing fundamental information regarding the quantity of lime necessary, and how to make the tests to determine the quantities required. They are also testing an apparatus which automatically records the unit by which the lime added is measured, and to control the addition of lime. Chemical tests are being made to determine the desired reaction of the juices to the lime. The apparatus is adjusted accordingly, and it then automatically keeps a record of every detail of the process. When perfected, this apparatus will eliminate chance and guesswork in a very important process of sugar making, and will lower manufacturing costs.

"We have about ten other researches on the way," Mr. Paine added. "It is necessary to remember that the activities of the Bureau of Chemistry are not confined to the specialized field which has limited my discussion. Remember that we have eighteen laboratories here in Washington, several of them larger than this one, which are devoted to work in other fields, and all of the research and experimentation is just as valuable to industry. I think I am safe in saying that the bureau will be glad to assist in solving any problem of any manufacturer who utilizes agricultural products, provided the problem comes within the field of chemistry and its solution promises benefits to both the industry concerned and American agriculture."

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# *Michaelangelo Had It,*

So did Stradivarius—Rembrandt—the wood-workers of the Black Forest—and the potters of Dresden.

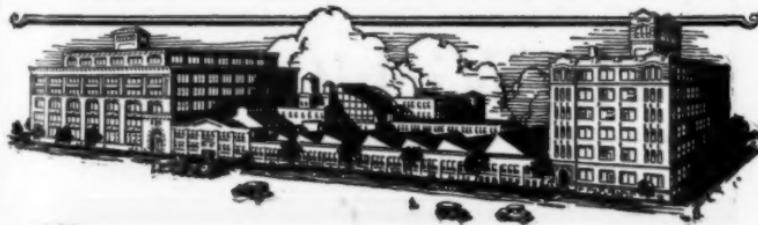
So have nearly 900 MANZ craftsmen.

And with the united facilities of a dozen divisions of the printing industry at their command—under a single roof—they produce printed matter which is consistently excellent in selling power and appearance.

Without stepping outside our doors we produce everything required for the complete printed job—Selling Ideas—Copy—Art—Photography—Engravings—Electrotypes—Typography—Inks—Printing and Binding.

*Any Size Job is a MANZ Size Job*

**MANZ CORPORATION**  
4001-4053 RAVENSWOOD AVENUE CHICAGO



# THE BIGGEST YEAR OF ADVERTISING LINEAGE IN THE HISTORY OF THE WICHITA EAGLE

A GAIN  
Over Our Biggest Previous  
Year of 936,516 Lines

## CIRCULATION SERVICE AND RESULTS

are the underlying factors in the phenomenal gain of the Eagle Advertising Lineage.

### TO ADVERTISERS THE EAGLE OFFERS

A merchandising and service department which has already become nationally known for the effective co-operation which it renders Eagle Advertisers.

A store and window display service throughout the city of Wichita.

The benefits of "The Retailer," the Eagle's monthly trade paper publication with a circulation of more than four thousand among the drug and grocery trade.

The personal interest of the entire advertising department in making Eagle advertisers' investments produce satisfactory dividends.

FOR A BANNER YEAR IN WICHITA AND THE  
WICHITA TRADE TERRITORY ADVERTISE IN

# The Wichita Eagle

"THERE IS NO SUBSTITUTE FOR CIRCULATION"

# THE WICHITA EAGLE LEADS ALL OTHER KANSAS NEWSPAPERS IN ADVERTISING LINEAGE

**9,695,427**  
**Lines of Advertising**  
**Published During 1926**

#### A COMPARISON OF 1926 WITH 1925

|                     | 1925      | 1926      | GAIN    |
|---------------------|-----------|-----------|---------|
| Local Display ..... | 4,849,887 | 5,387,774 | 537,887 |
| Classified .....    | 2,220,225 | 2,485,707 | 265,482 |
| National .....      | 1,688,799 | 1,821,946 | 133,147 |
| Total .....         | 8,758,911 | 9,695,427 | 936,516 |

#### REPRESENTED IN THE NATIONAL FIELD *by*

##### THE S. C. BECKWITH SPECIAL AGENCY

New York, World Bldg. Philadelphia, 48 N. 61st Street. Chicago,  
 Union Trust Bldg. St. Louis, Syndicate Trust Bldg. Detroit, Ford  
 Bldg. Atlanta, Atlanta Trust Bldg. Los Angeles, Higgins, Bldg.  
 San Francisco, Sharon Bldg.

In Wichita and the Wichita Trade Territory

## *It's The Eagle*

FIRST IN

Prestige—Circulation—Advertising—Results

VICTOR MURDOCK, *Editor* MARCELLUS M. MURDOCK, *Publisher*  
 S. D. LONG, *Business Manager* H. W. ALLEN, *Advertising Manager*  
 T. N. GRETZER, *Merchandising Manager*

"THERE IS NO SUBSTITUTE FOR CIRCULATION"

*As advertised  
in the*

**BOOT and SHOE  
RECORDER**

BOSTON



In the selection of women's footwear combining extreme comfort with style, the 13,000 subscribers of the Boot and Shoe Recorder have been profitably advised for many years by the advertisements of the Ault-Williamson Shoe Co., Auburn, Maine.

A. B. P.  
A. B. C.



Chicago

New York

Philadelphia

BOSTON

Rochester

Cincinnati

St. Louis

## Are Clerks a Weak Link in Your Selling Chain?

Sterling Range & Furnace Corp.  
ROCHESTER, N. Y.

*Editor of PRINTERS' INK:*

In making our 1927 plans we wish to give special consideration to the stimulation of our customers' clerks, regarding them, as the weakest link in our chain of distribution.

It would be very much appreciated if you could conveniently refer us to material which would be helpful in this connection.

Sterling Range & Furnace Corp.,  
FREDERICK WILL,  
*Vice-President.*

DURING the last two months PRINTERS' INK has received several letters similar to the one written by Mr. Will. This seems to indicate that in mapping out the 1927 sales and advertising program manufacturers are paying special attention to the retail clerk. Mr. Will tells us that dealers' clerks are regarded as the weakest link in his chain of distribution.

Many effective campaigns have been conducted by manufacturers in almost every field to secure the co-operation of retail clerks and to educate them in the proper methods of selling. This work has been handled in a number of ways: factory courses, correspondence courses, clerk manuals, house magazines, special sales letters and other direct-mail pieces which are sent to the clerk's home address or to him at his place of business. Much of this helpful material is furnished to the dealers' salesmen without charge and is given in a most unselfish manner. By that we mean, the manufacturer educates the clerk not only in selling the products he manufactures but also in selling other products and in general sales work.

PRINTERS' INK has sent to the Sterling Range & Furnace Corp. three lists of articles covering all the phases of clerk co-operation and education. These lists will also be sent to any other readers who request them.—[Ed. PRINTERS' INK.]

The Superior Printing Company, Topeka, Kans., has appointed Marvin Hogle manager of sales and direct advertising.

## Old Ostermoor Trade-Mark Held Not Deceptive

IN a decision handed down January 10 by the United States Circuit Court of Appeals, Ostermoor & Company in their suit against the Federal Trade Commission won an annulment of the Commission's order restraining the Ostermoor company from the use of an old trade-mark which, it was claimed, constituted deceptive advertising.

Since 1894 the Ostermoor trademark has been a pictorial representation of an open-end of a mattress, showing the expanded layers of cotton felt. The Commission claimed that this trade-mark grossly exaggerated the expansion which actually occurs when an Ostermoor mattress is opened and contended that the use of such trade-mark misled the public.

The decision of the Court of Appeals expressed the opinion "this pictorial representation of the process of manufacturing Ostermoor mattresses and of the materials used therein, even though exaggerated as to their characteristics, cannot deceive the average purchaser and the record is practically bare of any evidence of actual reliance upon the puffing exaggeration of qualities. There is no basis for the finding that 'substantial numbers of purchasers had been misled and deceived by the grossly exaggerated pictorial representation.'

"Finding no evidence of unfair competition, the order of the Commission is annulled."

In the opinion of C. C. Cousins, Ostermoor counsel, the decision is important to advertisers because it restrains the Federal Trade Commission from interfering with a long-advertised trade-mark which, in the Ostermoor case, has been made widely known by an investment of \$4,000,000 in advertising. The decision clearly registers the fact that the Commission has no authority to interfere with the use of trade-marks of this kind, Mr. Cousins said.

# Meeting Rumor in the Open

How the George E. Keith Company Used One Retailer's Letter to Brand as False a Wrong Report

**W**HAT is to be done about it? Does it intensify a rumor to deny it? Is it best to ignore the malicious undercurrent of gossip or to fight it?

The George E. Keith Company, maker of Walk-Over Shoes, met a disquieting rumor recently by answering it as soon as it came to light in one specific case, convincing the retailer who brought it to the company's attention, and then telling all the rest of the retailers about it. It has often been said that what one retailer takes the trouble to write, is in hundreds of other retailers' minds. Thus the retailer or customer who takes the trouble to write to the manufacturer asking him about the truth of "a rumor" is probably doing a great service by giving the manufacturer a chance to meet it openly. And that is why letters of complaint and questions concerning the company's policy should receive immediate attention rather than be held over or answered in a perfunctory manner.

The way the rumor came to the Keith company is as follows: Sager & Juley, retailers of Green Bay, Wis., had been approached with the suggestion that they become agents for Walk-Over shoes in that locality. But they were worried about a situation which they thought might work out to their disadvantage later on. So they wrote frankly to Keith:

We are really sincere about the possibilities of our taking on the Walk-Over shoes as a line, and even at this time we are serious enough about it to ask you to have the man that carries your ladies' shoes call on us at his convenience, with the understanding that it is not compulsory for us to buy, but if we can mold our buying in such a manner as we hope to, there is a very strong possibility of our wanting to buy the ladies' shoes.

On the other hand, we are reminded so many times of the probability of your taking the line away from us and starting a Walk-Over Boot Shop. We haven't concrete information that you have ever done this, but nevertheless it is rife all over the country that after a merchant gets your line well established in the city if for some reason

or other you don't feel that he is buying all the shoes that he possibly can, you take a dictatorial attitude, starting a Walk-Over Boot Shop.

We would like to know, and have some assurance in your own writing, that this is not your policy. We are of the conviction, at least we want to think, that this is not your policy, yet with all the propaganda it makes one a "doubting Thomas."

We will thank you for your concise and favorable reply on the above subjects.

Here was a situation for any company, if it were true that what one dealer writes is in hundreds of other retailers' minds—especially when the retailer said that the report was "rife all over the country." When the Keith company answered this letter it did not take the attitude that the report should be laughed off, nor did it give the impression that the letter was unwelcome. On the contrary, the company replied: "We like letters of this kind though we do not get them often." Then frankly and openly the company proceeded to answer the retailer's questions as follows:

We know there is plenty of talk of the kind you mentioned, about our coming into a town, selling a man, and then taking the line away from him. This talk has no foundation in fact at all, and we do not mince words in saying that someone is maliciously spreading untruths.

You will be interested to know that there are two hundred Walk-Over Boot Shops all over the country, individually owned, as compared with sixty-nine Walk-Over Boot Shops which are owned by this company. Thus you see by far the greater majority are individually owned, they using the Walk-Over name in their firm style because they specialize in Walk-Over shoes and sell them in a large way. This makes no mention of some six thousand other Walk-Over customers who sell Walk-Over shoes in greater or less degree, city and town alike.

Naturally we do reserve the right to discontinue an agency for real cause, just as you similarly reserve the right to buy someone else's shoes for just cause. So long as the relationship between customer and ourselves is mutually satisfactory, we are glad to continue, and do so—many times to our own disadvantage. Yes, we stand on our reputation of over a half cen-

# Roger BABSON uses *this* thin paper for broadsides

FOR a broadside recently sent out by the Babson Institute of Statistics, Roger Babson, famous economist and statistician, used Warren's Thintext. This paper combines the finest printing results with light weight that gives the lowest mailing costs.

The broadside carried many halftone illustrations of the various Institute buildings, yet so smooth and velvety is the finish of Thintext that the reproductions were unusually pleasing.

It is this smooth finish, together with its lightness and

strength, that makes Thintext such an admirable paper for mailing pieces of all kinds. It meets every requirement of folding and binding and is opaque enough so that printing on one side of the paper will not make printing on the other side hard to read.

In our booklet, "Making it Easy to Plan Printing with Warren's Thintext," you will find many valuable suggestions as to ways you can make profitable use of this paper. Send for a free copy. S. D. Warren Company, 101 Milk Street, Boston, Mass.

## THINTEXT

*one of* WARREN'S STANDARD PRINTING PAPERS

tury of fair dealing with Walk-Over agents, and for sticking to a customer longer than do others you could name.

Thank you for this opportunity of answering rumor with fact.

This letter resulted, with others, in making Sager & Juley Walk-Over dealers. Then the manufacturers, in order to scotch the report which might have been spread to other retailers, reproduced the original letter from the retailer with its own reply in the pages of "Walk-Over Shoe Prints," its house magazine, circulated among retailers.

Whispering campaigns destroy morale and hurt sales. Commercial history indicates that any campaign of defamation or untruth against a concern, allowed to go unchallenged, is fraught with grave danger to future sales and goodwill.

Thank the man who tells you the rumor; then kill it by facts publicly presented. This seems like a good rule to follow in meeting this disagreeable business problem.

### Washington Publishers Urge State Advertising

The Washington State Press Association will petition the State Legislature to appropriate funds to finance a State advertising program. Plans recommend that the campaign extend over a period of five years.

### Carl McQuinn Resigns

Carl McQuinn, who has been an account executive with the J. Walter Thompson Company, Chicago, for the last five years, has resigned.

### PRINTERS' INK

### Middleton & Rosier, New Chicago Business

C. Brooks Middleton and H. James Rosier have formed a new advertising business at Chicago under the name of Middleton & Rosier. Mr. Middleton was formerly with the Chicago office of the Campbell-Ewald Company and, more recently, has been advertising manager of Cohn, Rissman & Company, Chicago, maker of Stratford clothes for men. Mr. Rosier was formerly with Henry C. Lytton & Sons, Chicago, and, more recently, has been with the Chicago *Journal of Commerce*.

Cohn, Rissman & Company have appointed the new concern to direct their advertising account.

### Changes in Names of McGraw-Hill Catalogs

The name of the "Keystone Catalog, Metal Quarry Edition," published by the McGraw-Hill Catalog and Directory Company, Inc., New York, has been changed to the "Keystone Metal Quarry Catalog." "Keystone Catalog, Coal Edition," is now the "Keystone Coal Mining Catalog," and "The Coal Catalog," has been changed to the "Keystone Coal Buyers Catalog."

### B. T. Church Joins The Nation's Business

Basil T. Church has joined the advertising staff of *The Nation's Business*, Washington, D. C., and will represent that publication in the central territory, with headquarters at Chicago. He was formerly with The Capper Farm Press, Topeka, Kans.

### "The Dairy Farmer" to Be Published Monthly

*The Dairy Farmer*, Des Moines, Iowa, a Meredith publication, now published twice a month, will be published monthly beginning with the March issue.

### Chain-Store Sales for 1926

| Company                    | 1926         | 1925         | %    | 1926          | 1925          | %         |
|----------------------------|--------------|--------------|------|---------------|---------------|-----------|
|                            | December     | December     |      | Gain          | 12 Months     | 12 Months |
| F. W. Woolworth            | \$41,347,422 | \$39,344,601 | 5.0  | \$253,639,084 | \$239,027,979 | 6.1       |
| S. S. Kresge . . .         | 20,450,754   | 17,983,555   | 13.7 | 119,218,007   | 105,965,610   | 12.5      |
| J. C. Penny . . .          | 15,986,131   | 12,611,506   | 26.7 | 115,682,737   | 91,062,616    | 27.0      |
| W. T. Grant . . .          | 6,454,673    | 5,333,789    | 21.0 | 35,934,289    | 30,162,525    | 19.1      |
| McCrory Stores . .         | 6,031,110    | 5,348,173    | 12.7 | 33,592,730    | 29,593,209    | 13.5      |
| G. R. Kinney Co. .         | 2,389,998    | 2,068,873    | 15.5 | 18,087,888    | 17,358,610    | 4.2       |
| McLellan Stores . .        | 2,240,966    | 1,608,500    | 39.3 | 9,454,329     | 6,729,450     | 40.4      |
| J. J. Newberry . .         | 2,164,797    | 1,472,086    | 47.0 | 9,984,694     | 6,876,106     | 45.2      |
| Metropolitan . . .         | 2,140,819    | 1,839,689    | 16.3 | 11,008,349    | 8,675,402     | 26.9      |
| F. & W. Grand . .          | 1,818,626    | 1,756,629    | 3.5  | 10,501,938    | 8,519,192     | 23.2      |
| Hartman . . .              | 1,496,285    | 1,434,034    | 4.3  | 18,606,081    | 15,080,396    | 23.3      |
| J. R. Thompson Co. .       | 1,262,201    | 1,211,573    | 4.2  | 14,382,040    | 12,995,951    | 10.7      |
| David Pender . . .         | 1,130,785    | 912,923      | 23.8 | 10,755,638    | 8,414,842     | 27.8      |
| Neisner Bros. . . .        | 1,063,578    | 619,121      | 71.7 | 4,421,229     | 2,694,697     | 64.0      |
| I. Silver & Bros. .        | 950,930      | 731,080      | 30.0 | 4,785,304     | 3,939,032     | 21.4      |
| People's Drug Stores . . . | 753,923      | 546,746      | 37.8 | 6,318,098     | 5,213,862     | 21.1      |
| Southern Dairies . .       | 721,566      | 582,674      | 23.8 | 11,204,859    | 9,045,850     | 23.8      |
| Fauny Farmer . . .         | 490,904      | 419,827      | 16.9 | 3,327,056     | 2,636,674     | 26.1      |

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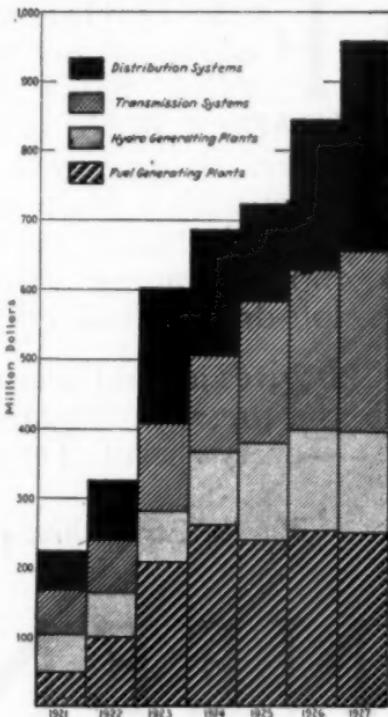
# A BILLION DOLLARS for CONSTRUCTION!

The Electric Light and Power Companies in this country will spend nearly one billion dollars this year for additions to plants and systems.

The construction budget in this field for the current year is greater than ever before. Hence the manufacturers serving this industry and also those manufacturers of appliances and devices for the utilization of electric energy should benefit from this wonderful program of expansion.

Complete details of the light and power companies construction budget are contained in the January 1st, Annual Statistical Number of the Electrical World. Reprints of the data are also available.

The market possibilities for equipment in this field are greater today than they have ever been before. Manufacturers serving this field should, therefore, plan their sales and advertising activities with this thought in mind.



Where Electric Light & Power Company Budgets have been spent and expectations for 1927 expenditures. January 1 issue of Electrical World.

# Electrical World

A McGraw-Hill Publication

Tenth Avenue at 36th Street  
New York, N. Y.

A. B. C.

A. B. P.



# Glacier Bond

FOR THOSE who must have economy, but whose sense of value balks at cheapness, GLACIER BOND is a veritable life-saver. It gives you a rag content sheet with a body and "feel" that bespeak quality, yet it is one of the most attractive values among all loft-dried, tub-sized bonds.

It gives a good account of itself on the press, multigraph, in the mails —everywhere! Try it.

*"Note the Tear and Wear as well as the Test"*

# NEENAH PAPER COMPANY

Makers of  
SUCCESS BOND  
OLD COUNCIL TREE BOND  
CHIEFTAIN BOND  
NEENAH BOND

Neenah, Wisconsin

Check the Names

WISDOM BOND  
GLACIER BOND  
STONEWALL LINEN LEDGER  
RESOLUTE LEDGER  
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



## Appeal Dismissed in "Grape-Nuts" Case

*Washington Bureau  
of PRINTERS' INK*

THE RECENT dismissal of the appeal of the Postum Cereal Company, Inc., serves to show how difficult it is to get a trade-mark case before the Supreme Court of the United States. The case also illustrates one of the many weaknesses and the apparent unfairness of the Trade-Mark Act of 1920. The Supreme Court held that it had no jurisdiction to review a decision of the Court of Appeals of the District of Columbia, after that court had decreed that, under the Act of 1920, it had no jurisdiction to hear an appeal from the Commissioner of Patents.

The dismissal of the Supreme Court relates that the Postum Cereal Company and its predecessors have for years manufactured a cereal breakfast food to which they applied, as a trade-mark, the word "Grape-Nuts," for which they secured registration under the Trademark Registration Act of February 20, 1905. In protection of its mark, the Postum company filed a petition of opposition to the registration by the California Fig Nut Company of the trade-mark "Fig-Nuts," which that company had registered under the Act of March 19, 1920.

Section two of the same Act, the opinion explains, provides that when any person shall deem himself injured by the registration of a trade-mark under the Act, he may apply to the Commissioner of Patents to cancel the registration. Under this section, the Postum company applied for the cancellation of the registration of "Fig-Nuts." The California Fig Nut Company filed an answer denying that the petitioner was injured and taking issue with the averments of its petition. The Examiner of Interferences held against the Postum Cereal Company and recommended that the registration of the mark "Fig-Nuts" be not canceled. An appeal was taken to the Commissioner of Patents, who affirmed the holding of the Examiner.

The Supreme Court opinion then describes the further action which led to the dismissal of the Court of Appeals, explains that the Act of 1920 is entitled "An Act to give effect to certain provisions of the convention for the protection of trade-marks and commercial names made and signed in the city of Buenos Aires in the Argentine Republic, August 20, 1910, and for other purposes," and continues:

"The first section provides that the Commissioner of Patents shall keep a register of all trade-marks communicated to him by the international bureaus as provided for by the Convention upon which a certain fee has been paid. Paragraph B of section 1 provides that all other trade-marks not registrable under the Act of February 20, 1905 (with certain exceptions not here relevant), but which have been in *bona fide* use for not less than one year in interstate or foreign commerce, upon or in connection with any goods of a proprietor upon which a fee of \$10 has been paid to the Commissioner of Patents, may be registered under the Act, provided that the trade-marks which are identical with the known trade-marks owned and used in interstate commerce by another, and appropriated to merchandise of the same descriptive properties as to be likely to cause confusion or mistake in the mind of the public or deceive purchasers, shall not be placed on the register."

### THE CHIEF OBJECTION

It is pointed out that the chief objection of the Postum Cereal Company to the registration of "Fig-Nuts" as a trade-mark for a cereal breakfast food is that it is likely to cause confusion or mistake and to deceive purchasers into thinking that they are buying the company's breakfast food marked and widely known as "Grape-Nuts."

This the opinion of the Supreme Court clearly states, but it also points out that section 6 of the Act of 1920 adopts provisions of certain sections of the Act of 1905, but that those sections do not include section 9 of the older Act

## Good Copy

**What a cheerful  
feeling it gives  
one to know that  
he has a fine story  
to tell in the New  
Year**

*and*

**that he has the  
words with which  
to tell the story.**

**HAWLEY  
ADVERTISING  
COMPANY  
Inc.**

**95 MADISON AVE.  
NEW YORK CITY**

by which provision is made for an appeal from the decision of the Commissioner of Patents to the District Court of Appeals. For this reason, the District Court of Appeals dismissed the appeal. The Postum company contended that section 9 of the Act of 1905 does apply to the proceeding taken under the Act of 1920, but both the Court of Appeals and the Supreme Court found otherwise.

The final opinion then cites twelve court decrees to establish the fact that the Supreme Court is without jurisdiction under the facts of the present case, and that it is well settled that jurisdiction cannot be conferred on the court either directly or by appeal. It then concludes:

"With this limitation upon our powers, it is not difficult to reach a conclusion in the present case. We should have had no power to review the action of the District Court if it had heard the appeal and taken administrative jurisdiction, and by the same token have now no power to review its action in refusing such jurisdiction.

"But it is said that this leaves the appellant without any remedy to review the decision of the District Court of Appeals and makes its conclusion final in respect to the construction of the Trade-Mark Act of 1920. Even if this be so, as to which we express no opinion, it cannot furnish a reason for exceeding the constitutional powers of this Court."

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### Larger Campaign Planned by Los Angeles Steamship Co.

Plans for 1927 advertising of the services of the Los Angeles Steamship Company, Los Angeles, call for additions to its schedule of magazine advertising. A new boat will be put into operation in February or March. Newspapers and outdoor advertising are already being used. The L. S. Gillham Company, Inc., Los Angeles, has this account.

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### Appoint Inland Newspaper Representatives, Inc.

The Belleville, Ill., *Daily Advocate* and the Bedford, Ind., *Times* have appointed the Inland Newspaper Representatives, Inc., as their national advertising representative.

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## Roofing Merger Results in New Organization

As a result of a merger of manufacturers of prepared roofing involving the Finkkote Company, Boston, the Chatfield Manufacturing Company, Cincinnati, and The Richardson Company, Cincinnati, a new corporation has been formed.

It is The Richardson Roofing Company which has been organized to take complete charge of all sales, advertising and merchandising of the Richardson Super Giant shingles and Multicrome roofs. The company will have general offices at Chicago and branches in other cities.

Arthur T. Cavey, formerly vice-president of The Richardson Company, is president and general manager of the new concern and brings with him practically the entire executive staff and sales personnel formerly in charge of The Richardson Company's roofing business.

## C. A. Ragland Joins Adver- tisers Individual Service

Chester A. Ragland has joined the Advertisers Individual Service, Chicago, as vice-president and sales counselor. For the last five years he has been Central Western manager of the Pyrene Manufacturing Company, Newark, N. J.

## Joins Walter J. Peterson Agency

R. Francis Doornink, formerly publicity director of the Grand Rapids Showcase Company, Grand Rapids, Mich., has joined the Walter J. Peterson Company, advertising agency, also of Grand Rapids.

## Backus Brooks Appoints H. S. Cheney

H. S. Cheney, sales manager of the Insulite Company, Minneapolis, has been appointed assistant to S. W. Backus, vice-president of the Backus Brooks Company, of which The Insulite Company is a subsidiary.

## Percival W. Clement Dead

Percival W. Clement, publisher of the Rutland, Vt., *Herald* and formerly Governor of Vermont, died at Philadelphia on January 9. He was eighty years old. He had been president of the Bristol Railroad and of the Rutland Railroad.

## Advanced by American Asphalt Roof Corporation

C. I. Holmes, who has been for the last ten years with the sales department of the American Asphalt Roof Corporation, Kansas City, Mo., has been made sales manager.

**In England  
the best  
Advertising  
always appears**

**in**  
**Punch**  
—“The  
Paper  
that  
is  
England”

»

MARION JEAN LYON  
*Advertisement Manager, "PUNCH"*  
50, FLEET STREET  
LONDON, E.C. 4, ENG.

# Let the Illustration Pave the Way for the Typography

By Fusing Text and Art Work Cleverly Readers Can Be Coaxed into Reading the Message

By W. Livingston Larned

SOME practices are often engaged in, when an advertisement or campaign is built, which are manifestly unfair to the message and to the typographer. One of these is to construct the layout and the illustrative features, borders and all else, leaving typography to the last. In other words, there is a message to deliver and it can be slipped in at the very last moment.

There is just so much space left for talk. The copy writer prepares what he has to say in accordance. He writes with a rule in one hand. He must be an expert in fractions of inches rather than in selling. What he says is evidently less important than fitting what he says into a given space.

Then there is the familiar plan of working independently. A piece of copy is written, and a sketch made of the embellishment of the advertisement. When both have done their work, an attempt is made to fuse them and to produce a finished advertisement.

We hear much today along these lines: "Too much attention is paid

to picture and layout and not enough to text. Thousands of dollars are spent on art work and design and when the copy writer comes to preparing his text, he

The advertisement features a large record player with a stylus on a record. Handwritten text on the record reads "Edison's Long Playing Phonograph later improvement". Below the record player, the text "40 Minutes of Music - on a Single Record" is displayed. To the left, a small illustration shows a person sitting at a desk with a phonograph. The main headline "The NEW EDISON LONG PLAYING PHONOGRAPH NO NEEDLES TO CHANGE" is prominently displayed in large, bold letters. Below the headline, a smaller text box states "NO DISTORTION". At the bottom right, there is a small illustration of a group of people gathered around a phonograph.

THESE PATHS OF LIGHT WITH TEXT IN THEM MAKE THE EDISON SERIES DISTINCTIVE

must tailor it to suit an artist's composition whim. The illustration or the art embellishment, of one kind or another, so often outweighs anything the written word can do. As like as not, an illustrative idea or a clever composition will make the copy run a very poor second; largely because

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## "How many never think who think they do"

The advertising pulling power of a newspaper depends upon the grip on its readers.

Among the well-known newspapers of this country very few hold the respect and co-operation of its subscribers as completely as does the Boston Transcript.

Nearly 100 years of community service means a lot to discriminating advertisers.

## Boston Evening Transcript

*Highest Ratio of Buyers to Readers*

*National Advertising Representatives*

|                   |                   |         |               |             |
|-------------------|-------------------|---------|---------------|-------------|
| CHAS. H. EDDY CO. | R. J. BIDWELL CO. |         |               |             |
| Boston            | New York          | Chicago | San Francisco | Los Angeles |

## When are you hungriest?

Isn't it shortly before dinner, at night?

And doesn't that coincide with the time you usually see your evening newspaper? Food advertising is powerful at that hour. You can often smell the coffee which you see pictured in a steaming cup, or get the full flavor of good red tomatoes from a black-and-white bottle of catsup.

The Review is glad of these things because it is an evening newspaper and last month carried over 3 times as much national food advertising as any other Decatur paper.

To add still more value to this advertising space, the Review is planning the best cooking school ever conducted in Decatur. It will be held the third week in January, with Mrs. Bertha M. Harris in charge.

**DECATUR (ILLINOIS) REVIEW**



## *picture readers — all!*

THE day's work over, the little ones tucked safely in bed, the evening before her, *but* — rather fagged out.

You have something to sell her, something she may quite definitely want. Perhaps you can sell it in one sentence, perhaps it will take a thousand words.

But you'll never even have the chance to sell — unless her eye strikes something sufficiently startling to make her mind stop, look and listen—picturize!

*For three generations we have helped advertisers, publishers and printers to make their pictures TALK. The best picture in the world is no better than the photo engraving that reproduces it.*

## Gatchel & Manning, Inc.

C. A. STINSON, President

[Member of the American Photo Engravers Association]

### *Photo Engravers*

*West Washington Square*

P H I L A D E L P H I A

640

230 South 7th St.

the copy is thought of last of all.

However, an advertiser may engage in the most elaborate illustrative license and retain the proper perspective as regards what is said. Illustrations of the better kind are really nothing but clever feeders for the copy man.

They may seem all-important, but play second fiddle to the text.

Such advertisements are fair to the copy writer. They keep him as a part of the picture, first, last and always.

In laying out the composition, it is definitely decided in advance to arrange any decorative or illustrative units so that they will be feeders to the story. Someone has very appropriately said that typography should be given marching space and motion. It should be permitted to get into action. If a squared-off mortise is arbitrarily plotted out for type, it is apt to suffer from these cramped quarters.

"I have reached the conclusion," says one advertiser, "that nobody

really wants to read advertising copy in the sense we advertisers would like to believe. A certain amount of coaxing is necessary and layout inducements are often used. This invites staging copy and surrounding it with advantageous atmosphere. In planning advertisements today, we pay very special attention to the formation of text areas, their surroundings



**JOHNSON'S POLISHING WAX**  
PASTE or LIQUID ~ CLEANS, POLISHES, PRESERVES ALL FLOORS  
AN INTERESTING EXAMPLE OF THE FUSING OF TYPE AND  
ILLUSTRATION

ings and the possibility of suggested action.

"In other words we are not inclined to be over-optimistic as regards the cheerful eagerness of people to read what we have to say. We assume that a great deal must be done to bring this desire about. The longer the copy, the greater this need. Our artists are as much concerned over what will happen to the typography as with

any illustrative program of their own. Pictures are made to link arms with the message.

"We wish to dress up our typography and to give it every possible display advantage. I can refer to a campaign of this character, now running, in which our own policy is echoed skilfully; the new Edison phonograph magazine campaign.

"Type is supplied with animated settings; a way is paved for it, making it more important and interesting than it would otherwise be. There is continuity, as well.

"'Paths of light' constitutes the basic layout program. Brilliant boulevards spray from the tops of pages to the lower baseline, superimposed against all-over backgrounds of gray tint. Type is set within these radiating lines and made to form with them. Thus, if the ray is narrow at the top and gradually widens out, the typography is set to conform to it without inviting illegibility.

"Also, there is a legitimate reason for these typographical paths of mortised light, as when the beams lead down from the entrance of a concert hall, or gleam invitingly from a phonograph record, placed in pleasing perspective. It is not necessary, always, to set type in eccentric formations in order to give it action. In this instance, light supplies the action, the typography emblazoned against it.

"I am always interested in the results which always follow an Eversharp Pencil typographical set-up. At the inception of the product, a whimsical, staggered trade-mark nameplate was designed. While few persons might analyze the reason for it, the slanting letters suggest the slant at which a pen or pencil is held by the fingers of a hand. Motion is therefore introduced of an appropriate kind. It has been characteristic of all Eversharp typography that it is set in the same way; that is, in slanting formation, to correspond with the trade-mark nameplate. The eye is attracted to these motion-words, where more commonplace typography would not achieve it.

"Numerous are the modern methods of adding that certain something to typography that animates it and intrigues the eye and the unconscious interest of the reader, quite regardless of his customary unconcern. Never, to my knowledge, in the history of advertising, has so much attention been paid to this subject; never have so many exceedingly ingenious and novel and new ideas been originated.

"Pictures are more dexterously designed to pave the way for type. A pretty girl thrusts her toe downward into the page and from this twinkling toe, ever-widening, a pyramid of type is positioned. Or, as the artist portrays the wide aisle of an observation car, with daintily shod feet projecting into it from both sides, the typography is set in perspective down the center of the car and immediately becomes the focus-point of the eye.

"The old method of scattering type all over the place is seldom observed today. Instead of having many individual blocks and zones of typography most advertisers do everything in their power to say what they have to say in a single type form and to eliminate all the little embroideries of side-issues, subheads and postscripts.

"An art has been made of laying out an advertising composition in such a manner that type adheres to the path of the illustration.

"If an illustration is square in shape, let us say, placed at the top of the advertisement and comfortably within its outer margins, then type is set to conform to these side lines and is banked beneath it. A secondary illustration, bottom position, continues this streamline composition. There are any number of possible combinations of this, and they always seem to direct the eye to the typography.

"I came across an interesting exhibit of the fusing of typography with illustration, wherein a full-length figure of an attractive young woman, operating an electric waxing machine and looking straight out at the reader, dominated a page advertisement. But a block of type projected into the

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# The World's Greatest Railroad Shops are in **ALTOONA**

ALTOONA is in the heart of one of the world's greatest transportation systems. The Pennsylvania Railroad Company's great shops, many units of which are the largest of their kind in the world, give steady employment to approximately 14,000 men who are paid annually \$24,000,000 in wages. They produce and repair equipment valued at over \$60,000,000.

ALTOONA is a shopping center not only for this great army of skilled wage earners, whose earnings are unusually high, but for over 150,000 people who come from within the Altoona circle, whose radius is 25 miles in all directions.

ALTOONA has a large number of retail stores which are metropolitan in their appointments, service and the quality and variety of their merchandise. Its mercantile business totals more than \$45,000,000 annually, of which \$26,000,000 represents retail business.

## **The Altoona Mirror Dominates This Rich Market—**

With an average A. B. C. circulation of 27,884, more than twice the circulation of any other Altoona newspaper, the Mirror reaches a great buying power, the Altoona Market. The MIRROR circulates into practically all the homes of Altoona proper and throughout the entire 25 mile radius. The national advertiser can send his message at comparatively little cost with the assurance that it will be read by an intelligent class of people who respond to national advertising.

Furthermore, he will receive the co-operation not only from the MIRROR, but from the dealer who knows and appreciates the value of the advertised product.

## **ALTOONA MIRROR**

**Altoona, Pa.**

**FRED G. PEARCE, Advertising Manager**

***Business Direct***

**"Don't Guess; Buy The Best"**

## Half a Million Young Women (Y.W.C.A.)

are looking forward to  
the March number of the

## Girl Reserve Issue of the

## WOMANS PRESS

(Official Publication National Y. W. C. A.)

# WHY? Because all articles advertised in it are officially approved.

Half a million girls with more than a million wants—what have you to sell them?

They want Girl Reserve outfits—middies, watches, shoes, knickers. They want camp equipment of every description.

They want what all normal American girls want—books and dresses, jewelry, compacts, candy, motor cars, furs and lingerie.

The Y. W. C. A. membership of 600,000 includes 196,000 Girl Reserves from good homes and as closely organized as the Boy Scouts. A compact buying body who look to their advisers and associates for advice as to their needs.

To help them—to open this market for you we have an organized

### Special Service to Advertisers

Mailing lists of Y. W. C. A. cafeterias, hotels, schools, new buildings, swimming pools, etc.  
Distributing circulars and displaying posters at conventions and conferences. News bulletin on building plans. Addressing of envelopes on our addressograph to those interested in your product. We acquaint the 300 on our staff of your product and ask cooperation in furthering your interests.

## WOMANS PRESS

CLARA JANOUCH, Adv. Mgr.  
600 Lexington Ave.  
New York

central portion of this figure without destroying the contour completely. There were no arbitrary mortise lines. The text was vignetted into position and the ease with which the eye turned to every word seemed to me to be very significant.

"Composition, we find, has much to do with the reader's desire to read text. When the two elements are quite radically divorced, one showing little or no consideration for the other, the results are less than satisfactory. No harm need be done to a beautiful picture by so ordering its composition and placing that the work of the artist lends a helping hand to the work of the copy writer and the typographer.

"In one arrangement, for instance, there are two neat, well-groomed boulevards of type, compactly set, to right and to left of the page, at the bottom and running a little over half way up. Between them, are the full-length figures of a young housewife and her husband, the latter tying her apron strings.

"The animation provided by this wedge of picture, injected into the composition, is daringly attractive. Plain type is heartened and supplied with a new visual interest, as in the case of so many modern campaigns.

"Frankly, I think that many advertisers have handicapped the readability and display value of their messages by the too-liberal employment of borders, frames of various kinds and decorative fences that are constructed around blocks of typography."

"They seem possessed to take type and rob it of its needed share of white space or its display advantages. That some set-ups and arrangements are more easily read than others and are more inviting to the eye will be readily agreed. Regardless of the size of the type or the beauty of the type face, its display and composition and setting are inseparable requirements for the perfect job."

"Novelties I like, always, as when, in a series of double-column advertisements for the Weston electrical portable instruments for

measuring power, paths of white space form a flashlight setting for the text. There are hundreds of different methods of arriving at the same desirable objective, therefore no specific rules can be set down. Be original."

"Some of us are so intent on originating new art techniques and more sensational ideas for illustration, that we lose sight of the fact that typography can be given equally important attributes which make for reader interest, reader curiosity, reader inclination to read the story."

### Frank C. Wallace Dead

Frank Coyle Wallace, editor and publisher of the Chester, Pa., *Times*, died on January 5. He was born at Rhinebeck, New York, in 1867. His father, John A. Wallace, founded the Chester Times Publishing Company in 1882, along with William C. Sproul, former governor of the State of Pennsylvania. F. C. Wallace was for twenty-five years associated with the United States Printing Bureau at Washington, D. C., becoming superintendent of the department. Following the death of his father in 1916, Mr. Wallace became editor of the Chester *Times*, with Mr. Sproul and Charles R. Long as partner, he and Mr. Long taking over Mr. Sproul's interest at the time he became governor of Pennsylvania.

### Washington Toy Manufacturers Plan to Advertise

Toy manufacturers of the State of Washington formed an association at Seattle on January 4. Burton R. Stare, president of the Keen Corporation, Seattle, was elected president. The association, which has not selected a name, plans to conduct a co-operative advertising campaign.

### Cilley & Sims Associate with Harrison J. Cowan

Cilley & Sims, Philadelphia advertising agency, have secured the services of the Harrison J. Cowan Advertising Agency, New York, to act as their correspondent in that territory. Mr. Cowan was formerly associated with Mr. Sims at Philadelphia.

### G. F. Goldsmith Joins Experimenter Publishing Company

George F. Goldsmith has been made advertising director of the Experimenter Publishing Company, Inc., New York. He had been advertising manager of the Philadelphia *Public Ledger* for about fifteen years.



INC.

## SPECIALISTS

*"If I had eye trouble, I wouldn't think of going to a general practitioner."*

That's what one of our clients told one of our competitors in discussing exclusive posting solicitors—a most lucid way to spell Personal Service.

Many large national advertisers employ a different agency for each of their brands; others select a certain agency for their magazine copy, and another agency for their newspaper advertising. The majority of advertisers using posting employ an exclusive posting solicitor because posting requires specialized knowledge.

The advertisers, themselves, can do the "co-ordinating." What they want are locations and service adapted to their special products, also a variety of ideas from which to choose. We're outdoor specialists only.

### GEORGE ENOS THROOP

Incorporated

Outdoor Advertising • Chicago

## How Lord & Taylor Forecast Finances for Merchandising

*(Continued from page 6)*

Sheets have been made out by the department heads, they are returned to the treasurer's office so that the Executive Committee may review them and make any changes deemed advisable in view of information which merchandise manager and buyer may not have had when they made their plan. Approval by the Executive Committee then is necessary before the plan is returned for use.

The next step is to see how actual performance affects such a plan.

(A, B, C) At the end of each month the Plan and Experience Sheet is sent to the office of the treasurer who enters actual net sales and actual purchases for the month. He then enters the stock figure for the month by adding or subtracting the difference in actual sales at cost and purchases to or from the beginning stock of the month.

But as sales increase over, or decrease under, last year's, purchases must be regulated accordingly so as to maintain stock as desired. This is done by the following formula:

The difference in the month's sales for this year and last year at cost plus (if sales over last year) or minus (if sales under last year) planned purchase limit for the month this year minus the actual purchases for the month this year, gives the amount of purchases we must add (if actual purchases are less) or subtract (if actual purchases are more) to the purchase limit of the next month if the stocks are to be maintained as planned.

The adjusted purchase limit thus governs the buyer in his buying for the next month.

(D) The actual amount of money spent for advertising this year is entered month by month and the percentage figured against the actual sales this year at retail.

(E) Then the actual gross profit this year is entered month by month and the percentage is figured on the sales this year at retail.

During the month we automatically adjust the purchase limit of a department daily in order to keep our buying in proportion to our ability to sell. This we do by means of an Open-to-Buy Report, made up from records in the bill and order department, and furnished every ten days to the treasurer and merchandise managers. It contains this information:

Sales at retail previous year;  
Sales at retail present year.

Increase or decrease of sales at cost.

Purchase limit.

Adjusted limit.

Balance of unfilled orders.

Merchandise in transit.

Invoices received current month.

Returns to manufacturer.

Total commitments to date.

Open-to-Buy for balance of month.

Commitment figures for future month.

This Open-to-Buy report furnishes the treasurer and the merchandise managers with a knowledge of the amount available for each department and enables them to investigate orders that would exceed a department's appropriation. And before extra amounts of money can be secured for such orders, the divisional merchandise manager and buyer must present good reasons, in writing on a requisition blank printed on pink paper which has become known in the house as the "pink slip," for the increase over planned figures.

Thus the Pink Slip, or request for revision of planned figures, makes the Plan and Experience sheet an elastic guide to department needs. It provides for:

1. General class of items in which revision is requested.

2. Month for which revision is requested.

3. Present planned figures.

4. Proposed planned figures.

5. Increase or decrease.

6. Statement of necessity for revision.

And if at any time a divisional



Prairie Farmer gold  
medal awarded to each  
Master Farmer as a  
token of achievement.

## The 1926 Class of “Master Farmers”

IN 1925 Prairie Farmer inaugurated the Degree of “Master Farmer.” Twenty-three farmers in our territory were so honored. Other states, in 1926, joined in the movement which bids to become national. In the 1926 class the degree was conferred on 15 Illinois farmers in Chicago, December 3, 1926. On January 14, 1927 ten Indiana farmers will receive the 1926 Master Farmer degree at Purdue University, Lafayette.

The Master Farmer award is recognition of achievement in the business of agriculture. Prairie Farmer has long felt that a man who has made an outstanding success of farming should be suitably honored. A special system of scoring has been worked out to make possible this recognition.

It is not enough that a farmer show a profit, nor that he raise bumper crops to be awarded the Master Farmer degree. He must be a good citizen, a good father and husband. How does his place look? Are his buildings modern and well kept and does he have a convenient house? These are the things that score high.

**The Master Farmer Idea is another example  
of Prairie Farmer's editorial leadership.**

*Master Farmer Scoring Chart and complete details will be gladly sent to those interested in knowing requirements of Master Farmers.*

**► PRAIRIE FARMER-Chicago**  
BURRIDGE D. BUTLER, Publisher

**More Than 200,000 Circulation Weekly**

## A New Map of the United States



**I**F you were to map the centres of intelligence in the United States today, the result would be extremely "spotty." And many places that pride themselves on the height of their native brows might be missing.

For certain buyers of advertising space such a map would be invaluable. It would indicate the location of those "key men and women" whose word is decision in their respective communities. They are setting standards of living, habits of buying, as well as ways of thinking.

Readers of THE CHURCHMAN represent the richest and most influential audience in the religious field today. Spot for spot it touches every centre of intelligence in the country.

Use the columns of THE CHURCHMAN and mix brains with buying.



### THE CHURCHMAN

*The Leading Journal of the  
Episcopal Church*

2 West 47th Street  
New York City

merchandise manager and buyer are convinced that, by increasing stocks, sales can be increased with profit or that, by decreasing stocks, the department can be run more profitably, it is their duty to use the Pink Slip and so revise the plan to meet the new condition. Some of the situations that change a plan and that require a Pink Slip to take care of them are the following:

1. *Special purchase.* To provide additional money to enable us to take advantage of an exceptional merchandising opportunity. In this instance initiative is shown when there is discovered a chance to increase the sales of a department.

2. *Extend assortments.* To add lines not previously carried in the stock of a department so as to have a more complete assortment of merchandise. Here again alertness and vision are shown and Pink Slips for this purpose at all times are acceptable.

3. *Unexpected shipments or lumps in stock.* To enable a department which has a lump in its stock—occasioned by too large an investment in a particular line of merchandise which has absorbed the funds which should have been invested in depleted lines—to fill in on lines which have suffered by this bad investment, or to take care of a shipment sent in before it was promised.

Such requests for money beyond the purchase limit of a department must be filled either by transferring money from the purchase limit of a future month or by increasing the department's total season purchase limit.

After the Pink Slip is signed by the merchandise manager and the buyer, they present it to the treasurer who investigates and presents it to the Executive Committee for approval. Following approval, it is placed with the Plan and Experience Sheet.

This concludes the outline of planning and forecasting for the Merchandise Division. There are, naturally, details peculiar to each department that are not included in this summary, but it covers the general procedure.

## II.

While the six-month financial plan for the Service Division is started in the same way as that for the Merchandise Division it is, however, only for expense. This expense is classified into:

1. Salaries.
2. (a) Expense other than salaries—ordinary.
- (b) Expense other than salaries—extraordinary.

Salaries are regulated by the floor service manager for the sales force and by the department managers for non-selling employees. Ordinary expense other than salaries largely is under the control of the building service, or maintenance and equipment manager (as he sometimes is called), who plans this expense with the head of the Service Division. Extraordinary items of expense come from both the Service and Merchandise divisions.

Because two separate plans are made for these types of expense and because separate forms are used and sent out by the treasurer two months before the beginning of a new season, I shall give each separate treatment.

(1) The Plan and Experience Sheet for *salaries* is made out on a weekly basis and provides for:

- a. Number of employees.
- b. Amount of salaries.
- c. Percent of salaries to sales.

Last year's actual figures for the above three items are entered by the treasurer and then the planned figures are filled in by the floor service manager and the department managers.

For the convenience of service managers, the following steps are listed to guide them:

- a. Make a survey of the physical layout of the department, to determine whether or not a rearrangement of fixtures, equipment or stock would result in a more economical administration, without detracting from appearance or affecting service.
- b. Determine the minimum number of salespeople required in the department.
- c. Determine the number of contingent salespeople needed for

## ANNOUNCING

# *The most complete and comprehensive book on*

# Sales Administration

By WALTER S. HAYWARD

Here is the most detailed and thoroughly satisfying book on sales administration that has been written. It begins with an exhaustive discussion of the product. Product analysis and research, production costs, etc., are then considered in detail, after which market analysis and methods of presenting the product to the market; sales management—building, equipping, stimulating and supervising the sales force, and every phase of sales promotion are fully treated. The final chapters cover adjustment to market demand including such subjects as right price, credit, warehousing, etc. Everywhere the text is illuminated by examples chosen from the experience of well-known companies. An important work for every sales executive. Elaborately illustrated.



Price \$5.00

**See It Before You Buy It**

FREE EXAMINATION COUPON

HARPER & BROTHERS  
49 East 33rd Street, New York

P. I. 113

Gentlemen: Please send me postpaid for free examination on approval one copy of *SALES ADMINISTRATION* by Walter S. Hayward.

I agree to remit \$5.00 within ten days of receipt of book, or to return the book.  
 I enclose my check for \$5.00.  
 Please send this book C.O.D.

Name.....

Address.....

Business Connection.....

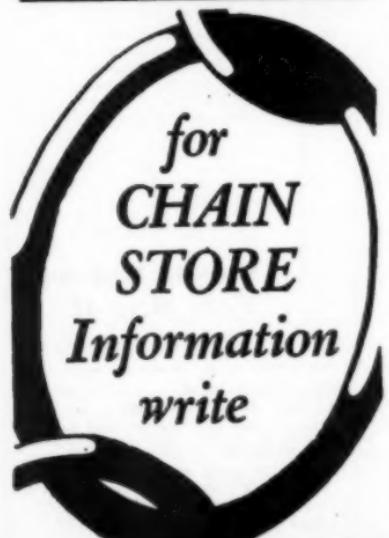
## Bond Bread

The story of this master creation of 43,040 housewives is consistently told to the thousands of housewives on the Mississippi Coast through the resultful advertising columns of The Daily Herald.

Bond Bread is but one of the nationally advertised food products represented in The Daily Herald. If you have something to sell the housewives of this prosperous, inviting territory — "go thou and do likewise" —

### THE DAILY HERALD

Gulfport Mississippi Biloxi  
GEO. W. WILKES' SONS, Publishers



**CHAIN STORE AGE**

93 Worth Street New York City

forecasted sales events or seasonal work.

- d. Consider the number of salespeople, number of sales and selling per cent in the department during the current season and during the season for which the forecast is being made, compared with last year and the year preceding.
- e. Observe and consider the trend of business in the department during the present season.
- f. Consider the buyer's opinion of the trend of business for the season for which the forecast is being made.
- g. Compute selling cost, using existing average salary as a basis.
- h. Consult with buyer when forecast is completed.

When such planned figures all have been entered, they go to the head of the Service Division, who reviews them and makes suggestions if he deems revisions advisable.

(2) The Plan and Experience Sheet for expense other than salaries, ordinary and extraordinary, is made out on a monthly basis, with provision for two seasons on one sheet. Included are:

- a. Amount.
- b. Per cent to sales.

Last year's actual figures are entered and this year's plan then is determined, after consideration of last year's changes in building, fixtures, supplies, maintenance and miscellaneous expenses and the probable number of these in the new season. This plan also is reviewed by the head of the Service Division. Following this, both expense plans go to the treasurer and the Executive Committee for final review.

(1) With salaries, actual performance is reviewed weekly, the Plan and Experience Sheets going to the treasurer each Wednesday to have entered the previous week's figures, and a recapitulation of the salaries of all departments is made from the payroll and reviewed by an expense committee.

This committee, which studies all

## Safeguarding the Good Will of Your Product



An Automatic Danger  
Signal Exclusively  
**KORK-N-SEAL**

The position of the little lever is a "danger signal" that indicates at a glance whether the bottle is sealed or not. No other bottle closure has this feature. Manufacturers are keen to take advantage of this exclusively Kork-N-Seal feature to protect their product to the last drop and the buying public selects Kork-N-Sealed products in preference to those sealed by corks, screw caps or modified screw caps, for this reason.

WILLIAMS SEALING CORPORATION, Decatur, Ill.

Williams

# **KORK-N-SEAL**

THE CAP WITH THE LITTLE LEVER

# You'll Meet Them On the Highways!

One out of five of our half-a-million subscribers owns a Ford; another one out of the *same five* owns a Dodge, Chevrolet, Buick, Overland, Studebaker, Chrysler, or other familiar make.

39.5% of Our Sunday Visitor's families of readers *own an automobile*—go driving, buy tires, have spot lights, use oil, despise detours.

Remember that you are talking to these folks with *money to spend* when you use productive space in this largest national religious weekly.

# OUR SUNDAY VISITOR

The National Catholic Weekly

HUNTINGTON, INDIANA

EASTERN REPRESENTATIVES

HEVEY & DURKEE  
15 West 44th Street  
New York City

WESTERN REPRESENTATIVES

ARCH CLEMENT & SON  
163 West Washington Street  
Chicago, Ill.

expense in relation to plan and last year's results to learn if expense is in ratio to sales volume and to determine if economies can be made, consists of:

Head of Finance and Records Division, who is chairman.

Comptroller, who is vice-chairman.

Advertising manager.

Building service manager.

Employment manager.

Head of service division.

Floor service manager; Merchandise manager—two-week period.

Secretary.

(2) Expense other than salaries also is reviewed at this weekly meeting, but actual figures on the Plan and Experience Sheets only are entered monthly. However, if during the week and month estimated expense is not sufficient, due to an unforeseen event or to a big increase in sales, plans are adjusted by use of the Pink Slip which has been described.

### III.

The six-month plan for the Finance and Records Division is based on those of the Merchandise and Service Divisions after they have been approved by the Executive Committee. And this financial forecast, made up in the treasurer's office, determines what cash bank balances are necessary to meet the needs of the two other divisions.

It has two columns on the sheet, the estimated figure for the new season and the actual figure for this year, and it provides:

1. Income as from sales; which is the sum of customers' ledger collections, C. O. D., cash sales, and miscellaneous.

2. Expenditures as from purchasing merchandise, miscellaneous, salaries, and general expense.

3. The cash balance.

The formula which regulates the cash balance is: The cash balance at the first of the month plus the income during the month minus expenditures during the month gives the cash balance at the end of the month.

While this is carried out for

For a fresh note in your mail advertising use our special process of printing in color on antique paper. *Caledonia* 6076



**CURRIER & HARFORD  
LTD. 468 FOURTH AVE., N.Y.C.  
SELECTIVE ADVERTISING**

**Your Own  
MOTION  
PICTURES**  
INDUSTRIAL-EDUCATIONAL  
COMMERCIAL-ADVERTISING

**Educate Salesmen  
to  
Better Selling  
Methods**

**Stanley**  
ADVERTISING COMPANY  
220 W. 42d St.  
NEW YORK  
WITH OFFICES  
IN CHICAGO  
DETROIT  
BOSTON  
ATLANTA  
ST. LOUIS  
PHILADELPHIA  
BALTIMORE  
CLEVELAND  
MINNEAPOLIS  
SEATTLE  
LOS ANGELES  
MONTREAL  
TORONTO  
Winnipeg  
Vancouver

## Over a Million and a Quarter

The net paid circulation of The LAMAR & WHITMORE list of religious weekly newspapers, monthly and quarterly magazines is 1,125,000. The publications, established more than 30 years, have been recognized as valuable mediums for over 25 years, and persistently used by prominent advertisers. A few of the well-known and reliable advertising agencies which use our list are here given:

|                      |                       |
|----------------------|-----------------------|
| H. W. Kaastor & Sons | Bellamy-Neff Co.      |
| J. Roland Kay        | Chappelow Adver. Co.  |
| Lord & Thomas and    | The Geyer Company     |
| Logan                | Matteeson-Fogarty     |
| H. K. McCann Co.     | Jordan Co.            |
| Massengale Adver.    | Morse International   |
| Co.                  | Agency                |
| Casoy-Lewis Adver.   | C. J. Oliphant Adver. |
| Co.                  | Agency                |
| N. W. Ayer & Son     | Wm. H. Rankin Co.     |
| Thos. E. Basham Co.  | The Philip Ritter Co. |
| Chas. Blum Adver.    | Ruthrauff & Ryan,     |
| Corp.                | Inc.                  |

For detail information refer to listing in Standard Rate & Data Service. Rate cards and sample copies mailed promptly on request.

### LAMAR & WHITMORE

Formerly Lamar & Barton  
E. M. McNEILL, Advertising Manager

ROBERT M. HARVEY  
156 Fifth Ave., New York

"We Cover the South"

810 Broadway                           Nashville, Tenn.

## Copy Writer Wanted

T

An advertising organization located in New York City is looking for an experienced, well-seasoned copy writer—a man with initiative enough to catch and run with the ball when it is thrown to him—a man who has done things.

If you believe you can write the kind of copy that catches attention and sings the song of sales, the kind that requires little (if any) blue-pencil—tell us all about yourself in a letter. The more comprehensive it is, the better we'll like it. And please don't send samples. If your letter warrants an interview you can show us your work then. The members of our organization know about this advertisement. Address "K.," Box 82, Printers' Ink.

each month of the season, these monthly figures are in turn divided so that an estimated cash balance can be made for each day. And the assistant treasurer then figures our actual daily bank balances so that estimates can be revised and our money requirements absolutely met.

### IV.

#### Summary

While these three plans are made before the season is begun, they are constantly being revised during the season and month so that each week adjustments are being made to meet situations that were impossible to foresee when the six-month plan was outlined.

This is particularly true in the merchandise division where the merchandise managers and the buyers and the various Bureaus review weekly their plans before the daily merchandising needs are met.

Selling is a day-to-day process and six-month plans give only the first big step that must be taken to meet the selling problem.

In conclusion to the three sections of this outline of forecasting and planning as we use it in the Lord & Taylor store, let me say that such plans are made to guide, not to govern us. Thus the purpose of our forecasting is to set definite objectives for merchandising operation and to provide orderly, elastic and practical guides to accomplish these objectives—with provision for quick regulation of money expenditure in keeping with sales volume.

### Edmund W. Booth Dead

Edmund W. Booth, editor and general manager of the Grand Rapids, Mich., *Press*, and vice-president of the Booth Publishing Company, died at that city on January 8, at the age of sixty-one. The Booth company publishes the following Michigan papers in addition to the *Press*, the *Flint Journal*, the *Saginaw News-Courier*, the *Jackson Citizen-Patriot*, the *Bay City Times-Tribune*, and the *Muskegon Chronicle*. Mr. Booth had been with the *Press* since 1904.

George L. Schulz, recently engaged in free lance art work, has joined the Graphic Art Studios, St. Louis, commercial art.

# Nearly 23 million agate lines

THE Columbus Dispatch strikes a new high level in paid advertising lineage during 1926 by publishing 22,961,134 agate lines . . .

This remarkable achievement gives The Dispatch a lead of 4,542,421 agate lines over the nearest Ohio competitor.

The continued state-wide leadership of The Columbus Dispatch points the way to shrewd buyers of advertising . . . proves conclusively that the Great Central Ohio Market is an attractive one, and that advertising dollars invested here will come back with interest.

**The  
Columbus  
Dispatch**

Daily  
Paid Circulation  
**106,814**

SSD

**ALWAYS FIRST IN OHIO**

# Good Copy Man Wanted

A well-known New York agency will add to its staff a man who has already written good copy on national accounts.

How old are you—what have you written—where have you been—what do you earn—are you Gentile or Jew?

Don't send samples. If you are the man we want, probably we will remember your campaigns.

Our own men know about this advertisement.

ADDRESS "T"  
Box 89, Printers' Ink

## New Accounts for Auspitz-Lee-Harvey

The Louis Porter Company, Chicago, manufacturer and distributor of household goods, has appointed Auspitz-Lee-Harvey, Chicago advertising agency, to direct its advertising accounts. Newspapers, magazines and direct mail will be used. H. I. Strachan & Sons Manufacturing Company, Muir, Ind., manufacturer of poultry houses, and The United Chemical and Organic Products Company, Chicago, maker of mineral feeds for poultry, also have placed their accounts with Auspitz-Lee-Harvey. Poultry papers will be used for the latter two accounts.

## Bank Advertises Happy New Year in Many Tongues

In order to carry its New Year's message to all of its customers, The Northwestern National Bank, of Minneapolis, featured the phrase "Happy New Year" in twenty-four different languages in its newspaper advertising. In the center of the advertisement, in English, the following appeared: "To our more than 100,000 customers we wish a Happy New Year!" Above and below this the message "Happy New Year" appeared in the other languages, including Hebrew, Japanese, Russian, Roumanian, Syrian, Swedish and others.

## Samuel Adams Dead

Samuel Adams, former owner and publisher of *The American Fruit Grower*, died at Albuquerque, N. Mex., last week. He also started publication of *Public Affairs*, at Washington, D. C., which he discontinued last May.

In 1920 Mr. Adams was a candidate for the Republican nomination for Vice-president. He was fifty-one years of age and, at the time of his death, was employed in the Government reclamation service.

## Appointed by American Flyer Manufacturing Company

W. S. Etheridge has joined the American Flyer Manufacturing Company, Chicago, electric toy railways, as sales manager of the electrical division. He has been general sales manager of the Hamilton Beach Manufacturing Company, Racine, Wis. Prior to that time he had been assistant sales manager of the Edison Electric Appliance Company, Chicago.

## E. A. Keeling Advanced by Art Metal Company

Edward A. Keeling has been appointed general sales manager of the Art Metal Construction Company, Jamestown, N. Y., steel office furniture. He has been manager of the Pittsburgh branch of this company for several years. He succeeds the late Joseph D. Rogers.

# Facts!-About Syracuse Post-Standard Advertising

## During 1926

The daily POST-STANDARD led the other Syracuse daily newspapers in National Advertising.

The daily and Sunday POST-STANDARD led the other Syracuse daily and Sunday newspapers in Classified Advertising, both total volume as well as individual advertisements.

## During December

The daily POST-STANDARD led the other Syracuse daily newspapers in National Advertising.

The Sunday POST-STANDARD led the other Sunday Syracuse newspapers in National Advertising.

*In Charge of National Advertising*

NEW YORK

CHICAGO

DETROIT

BOSTON

PHILADELPHIA

Jan. 13, 1927

**"To Every People  
According to its Language"**

## Our Twentieth Year

Entering upon our twentieth year as representatives of American foreign language newspapers, we look back with satisfaction upon our achievements in the service of advertisers and advertising agencies, by interpreting American advertising "To Every People According to Its Language."

We are particularly proud of the fact that all contacts established during these years have been maintained.

Nineteen years of fair dealing with the newspapers we represent has engendered a happy condition of mutual respect and confidence that insures for our clients the utmost cooperation from our publishers.

## HL Winer Special Agency

154 Nassau Street  
NEW YORK CITY

360 N. Michigan Ave.  
CHICAGO, ILL.

Established  
1908



Member  
A. B. C.

# Mexico Is Still a Big Market for American Goods

**Revolutions and Upheavals in That Country Are So Common That the Effect on Business Is Neither Serious Nor Lasting**

*Washington Bureau  
of PRINTERS' INC.*

**T**HIS country normally supplies at least 70 per cent of everything that Mexico buys from all the world. We buy 75 per cent of everything that Mexico sells to the world. Hence, it is obvious that Mexico needs this country as a source of supply to about the extent that our manufacturers need the Mexican markets.

At the present time, it is well known that conditions in Mexico have affected the demand for American goods. The extent of the depression, however, is not generally known in this country. Our manufacturers and exporters have been confused and misled by the circulation of rumors and the publication of a large volume of political propaganda. According to Alexander V. Dye, who recently returned to Washington from his post as commercial attaché at Mexico City, there is probably no other subject related to American foreign selling which it is more important to clarify by the dissemination of facts.

Manufacturers who have sold their goods profitably in Mexico for many years have learned from experience not to be seriously disturbed because of the present outlook. They are going ahead with their advertising and merchandising plans, and they are making every effort to hold their established business. The principal danger is to the interests of the many manufacturers who have gone into the Mexican markets since the World War.

During a recent interview, Mr. Dye explained that the Mexican situation is not encouraging by any means, from the American trade viewpoint, but that it is not so bad as it is pictured by perhaps a majority of American manufacturers. "The fact is," he added, "that the depth of the depression has not

been reached. The indications are that conditions will be worse before they improve. In 1926, the production of oil declined about 20 per cent below the volume of 1925 production, and there is nothing to indicate that a general upward trend of business conditions is in sight.

"While the production of oil is one of Mexico's basic industries, its decline by no means measures the extent of the depression. Since I returned to the United States I have addressed a number of groups of business men, and the questions asked indicate a general impression that conditions are a great deal more alarming than the facts warrant. During the first six months of 1925, our trade with Mexico fell off only about 7 per cent, and the decrease for the year was not much more. While the figures for all of the months of 1926 have not been compiled, I do not think they will show a further decline of more than 8 per cent for the year.

"Another fact that our manufacturers should remember is that unfavorable business conditions in Mexico are always of a temporary character. Over a long period, crises seem to occur with surprising regularity. The last fifteen years show that business depressions have occurred every two and a half years, and that conditions change very quickly.

"At the present time, conditions are more complicated than usual, and the current depression is consequently of longer duration than many others. For this reason, credits have been restricted for many months, and are now granted by American exporters only to long established houses. The credit of these houses is still good, and there seems no doubt that it will remain so. Through long experience, the established and successful distributors and retailers in Mexico have

## **Specialty Manufacturers We Can Sell Your Product**

\$250,000 worth of advertising displays—our 1926 Sales Record.

We want to represent one more line that will yield substantial business in the Philadelphia territory.

Fifteen years' successful selling will back this line.

If you want sales representation in Philadelphia, Address H, Box 80, Printers' Ink.

## **GERMANY IS PROSPEROUS**

### **The German Market Is Big**

But has its peculiarities. Place your advertising and distribution problems for Germany in the hands of a German who was for seven years an efficiency expert in America and knows how you want things handled. Send for the present commercial and financial statistics of Germany, free. They will surprise you.

**KURT T. FRIEGLAENDER,**  
Berlin W 62, Germany  
Lützow Platz 3

learned how to reserve their credit resources."

In regard to the boycott, which has had a great deal of publicity in this country, Mr. Dye was of the opinion that it has had no perceptible effect on the demand for staple necessities, although it has depressed the demand for luxuries, such as automobiles, silk goods and high-price clothing. However, as time goes on, the boycott will cease to be a depressing factor.

From Mr. Dye's discussion it was evident that at least some of the erroneous impressions are due to estimating the importance of events in Mexico according to American standards. The news of a revolution in Mexico is apt to create exaggerated impressions because of the great seriousness of our own civil war. But it should be remembered that Mexico, out of a population of 15,000,000, never has had more than 60,000 men under arms at any one time. Then, too, revolutions have been of such frequent occurrence that they are not considered of great importance by the people.

Neither do political disturbances and upheavals mean the same thing in Mexico that they do in other countries. If a revolution results in a political turnover, the incoming administration buys just as much as the defeated faction. Comparatively very few have been engaged in the fighting, and during the turmoil the rest of the population assumes as nearly as possible a normal course of living.

It should also be remembered that at least 90 per cent, and probably 95 per cent, of all the business of Mexico is conducted by people who are not Mexicans. Therefore, the vast majority of the business men of the Republic take no part in politics. When the upheavals occur, the bankers, wholesalers, retailers and others in business merely curtail their resources and sit tight, waiting for the inevitable change. Merchants of standing have been through crises and revolutions without number. They do not expect to make money more than three-fourths of the time, and they prepare accordingly. When condi-



WHEN the city of Los Angeles wanted help on numerous subjects — they called upon *The Industrial Digest*. When the city of Los Angeles wanted help on their industrial advertising—they selected *The Industrial Digest*.

Just so with business and municipalities everywhere. All of which indicates the regard with which both readers and advertisers hold *The Industrial Digest*...and the results that *The Industrial Digest* can render to both. When you think of advertising—think of *The Industrial Digest*.



FIFTY-THREE out of every 100 readers of *The Industrial Digest* are business and industrial executives of vice-presidential rank or higher, including partners.

More than 51 out of every 100 are presidents.

Eighty-nine out of every 100 are executives, not counting agents, professional men, superintendents, accountants and auditors, engineers, etc.

**THE INDUSTRIAL DIGEST**  
45 West 45th Street, New York City

**The INDUSTRIAL DIGEST**  
*The Foremost Industrial Publication*  
**A RAWL ENTERPRISE**

## Provide your salesmen with



**SALESMANSHIP DIGEST** selects the best selling ideas in current business publications and puts them into the hands of your salesmen in convenient, pocket-size form.

Many of the country's largest selling organizations are using this service now with gratifying results.

The price of this increased sales insurance is surprisingly low. Send for group rates and sample copy today.

**BALLOU-WANZER, INC.**  
28 E. JACKSON BLVD. CHICAGO

## WANTED Advertising Solicitor

### For Ideal Connection

A well financed and recognized Chicago agency offers a real opportunity to an advertising solicitor who is thoroughly experienced in agency practice. Only a man with a record of accomplishments will be considered. To such a man we can offer a very attractive commission arrangement, with an interest in the company within six months if he makes good. The man we decide upon will have the cooperation of our entire organization and will spend his entire time in solicitation and supervision rather than in servicing. Write giving your age, education and qualifications.

(Our organization know of this ad.)

Address "O," Box 85, Printers' Ink

tions recover after an upheaval, the merchants make up their losses, and this is the primary reason for the fact that in Mexico the prices which prevail are higher than in almost any other foreign country.

Another factor that has had a depressing effect on American business is the tariff wall that Mexico has been building for many years for the encouragement of home industry. The increase in tariffs has been particularly accelerated during the last six years, with the result that all kinds of factories have been started. Shoes, soap, clothing and many staple products are now being manufactured in Mexico for the first time, and while the industries are small they are growing. Most of the new factories are being conducted by Americans, and a great many medicinal and toilet preparations are manufactured by Americans in the Republic.

Some time ago, the manufacturer of a widely sold and nationally advertised toilet soap built a branch factory in Mexico. This manufacturer was doing a satisfactory business, but local production enabled him to reduce the price on his brand about one-half, and the reduction brought about a very much larger sale. This success, and several others like it, have created a good deal of interest in the subject of branch factories in Mexico; but there is danger in that direction, as Mr. Dye explained.

"Increasing taxes," he said, "labor difficulties and the new laws regarding property ownership operate against the soundness of investments of this kind. However, American firms which do not require real estate holdings for their manufacturing operations still find it an advantage to produce and assemble many manufactured articles in Mexico."

"There is a growing tendency with labor in nearly all parts of the Republic to reduce production, curtail hours, and demand higher pay. Labor is also pushing toward a share in management, and since it is proceeding on an uneconomic basis, the situation does not encourage local manufacture by

# We Need Four Good Men

If you can qualify for one of the four positions enumerated below, and want to associate yourself with a young, conservatively managed, yet very aggressive publishing business—with an opportunity to be taken into partnership when you have proved yourself—here is the opportunity. Tell me about yourself—your ambitions—your experience—your idea of a starting salary. Then, if possible, a personal interview will be arranged at our expense.

**1. Assistant Sales Manager** able to understudy in the management of a sales force of twenty-five men. Should have experience in selling an intangible by mail. Must be able to handle a volume of sales correspondence. Experience in working with salesmen, and ability to sell personally would be valuable, but *must* be a good promotion man—and a bear for detail. If you are one of those temperamental fellows, or have no patience to do little things right, save your stamp.

**2. Manager of Mail Sales** able to assume responsibility for selling by mail a quarter of a million dollars in books, services and sales helps this year. Must understand mailing lists, how to compile them and maintain them. Experience in one of the large publishing houses would be helpful, so would experience selling advertising or subscriptions by mail. Must also be a good executive as he will have to manage twenty-five people. A position that holds wonderful possibilities for a man who can show results. Knowledge of a sales manager's problems absolutely essential.

**3-4. Two Good Salesmen** one for New York and one in the West. We want men able to call on sales managers and meet them on an equal footing; men who understand their problems and can intelligently show them how Dartnell products and services will increase sales. These are both straight commission jobs, but an established territory will be turned over to you and commissions advanced at the end of each week's work on all orders accepted. Every customer you put on the books will pay you a continuous income as long as you stay with the company. It is high-grade work that brings you in contact with the best minds in the sales world—and you will be backed up by a house of the highest standing among sales managers. Men who have sold advertising agency service do especially well at this work.

The Dartnell Corporation was established in 1917. It has grown steadily each year. Its 1926 sales were approximately one million dollars. It publishes a specialized service for sales executives, *SALES MANAGEMENT* magazine, books and reports relating to selling, various kinds of sales stimulation material for a sales manager's use, a weekly news-bulletin for salesmen, etc. It owns its own building in the Ravenswood district of Chicago, has offices in New York, Cleveland, and Toronto, and employs 200 people. Assets exceed \$300,000. No debts except current bills. If you are interested write (please don't call):

J. C. ASPLEY, President

**THE DARTNELL CORPORATION**

4660 Ravenswood Avenue, Chicago

19 W. 44th Street, New York

# ABRAHAM & STRAUS INC.

Brooklyn Department Store require the services of an Art Director in their Advertising Department. The man or woman to fill this position must have sufficient knowledge of layout, art work and typography to assume responsibility for the appearance of the store's advertising pages.

*Apply in writing only to  
Publicity Director,  
Abraham & Straus, Inc.,  
Brooklyn.*

*Your correspondence will be treated in confidence.*

Americans. Another factor is the resistance on the part of labor to the utilization of labor-saving machinery, and while this resistance is not so great as it is in Europe, it is a thing to be reckoned with.

"Even with a return to normal conditions in Mexico, we cannot expect anything but a gradual increase in our volume of exports to that country. One reason for this is the very large share of the business that we are getting now. If we attempt to take business away from our competitors, we find that the volume sold by each one is so comparatively small that it would not very greatly increase our volume if we sold it all. For instance, our nearest competitor, Great Britain, is selling Mexico only about 7 per cent of the goods Mexico imports. Furthermore, a large part of the goods and raw materials sold by our competitors comprise goods and products which we cannot furnish.

"Therefore, our only hope for a rapid increase depends upon an increase in the total consumption of the country. In turn, this depends on a rapid increase in the buying power of the people, a result which could only follow the introduction of a great deal of foreign capital. Such an introduction is solidly blocked by the laws regarding property ownership, and the capital for a development sufficient to increase buying power is not in Mexico."

Another interesting fact pointed out by Mr. Dye is that, while the loss of our Mexican business has been widely discussed and exaggerated, it has not been any greater in proportion than the loss sustained by other nations. In dollars and cents, of course, our loss has run into a great deal more money, but that is merely because we are doing such a large percentage of the total business. The indications are that the best thing American exporters can do is to make every effort to hold their own in Mexico until the commercial sky clears up.

Just when that will be is a mystery. The latest report received by the Bureau of Foreign and Domestic Commerce states that busi-

### **Assistant Sales Manager Wanted—**

by an established manufacturer of a high grade nationally advertised breakfast cereal.

Only men of unquestionable character and integrity will be considered.

This newly created position offers an unlimited opportunity to a man between 30 and 40 years of age, free to travel and possessing personality, executive ability, qualifications to meet big men and handle salesmen, and the determination to reach the top by hard intelligent work.

Applications will be treated confidentially. Give references, your qualifications and full details of your experience.

Address "J," Box 81 care of  
PRINTERS' INK

## **WANTED**

### **Local Advertising Salesman**

on an evening newspaper in a city of over a million—

The man we are looking for is now doing a good job in a smaller city and would welcome an opportunity to do a better job in a large city.

Write "Q," Box 87, care of Printers' Ink.

**INCREASED SALES  
QUANTITY PRODUCTION  
REDUCED COSTS  
LOWER PRICES**

- The above results justify the enormous yearly expenditure for general publicity advertising.
- Premium Advertising may be justified on precisely identical grounds. By its use new customers are secured and old customers held.
- It is not "something for nothing." The loyalty of a customer to a particular brand of merchandise is worth a great deal to its manufacturer.
- A portion of the advertising fund expended in this way is certain to result in: **Increased Sales—Quantity Production—Reduced Costs—Lower Prices.**
- It is a sound, ethical, logical and effective method of advertising.
- Booklets explaining our Service mailed on request to those stating the nature of their business.

**THE PREMIUM SERVICE CO., INC.**  
9 West 18th Street, New York

# Accepted

A product advertised in *The Chronicle* is a product accepted! For 61 years San Francisco has been guided by this leading newspaper.

**REPRESENTATIVES**

Williams, Lawrence & Cromer, 285 Madison Ave., New York City; 300 No. Michigan Ave., Chicago; R. J. Bidwell Co., Times Bldg., Los Angeles; Henry White, Stuart Bldg., Seattle.

**San Francisco**  
**Chronicle**

**Photostats!!!**  
of any subject —  
By Photographers  
*Fast Messenger Service*  
**PACH BROS.**  
28 West 44<sup>th</sup> St. Murray Hill 2597



ness conditions in Mexico have reached an exceptionally low level in all sections of the country. Notwithstanding this fact, however, there has been no increase in business failures, according to the report, and the value of the silver peso remains fairly constant. While this report holds that some change for the better is expected to follow the termination of the present uncertainty it must be recognized that predictions of this kind are just as likely to be wrong as right.

## Seven Articles in One Issue Win Favor

VICK CHEMICAL COMPANY  
GREENSBORO, N. C., JANUARY 4, 1927.  
Editor of PRINTERS' INK:

I always find one or two articles in every issue of PRINTERS' INK MONTHLY of special interest. In the January issue I have found seven of more than passing interest.

Allow me to congratulate you on this issue! If this issue is an index of the character of the issues to follow during the New Year, you are indeed to be congratulated.

VICK CHEMICAL COMPANY  
A. T. PREVER  
Director of Sales

## Discontinue Use of Johns-Pratt Name

The use of the name of the Johns-Pratt Company has been discontinued and the business of that organization will be continued under the name of the Colt's Patent Fire Arms Mfg. Company, Hartford, Conn. This is a change in corporate name only. The trade-mark Noark will continue to identify the products of the company.

## Door Makers Organize to Develop Export Business

Eleven door manufacturing companies of Washington and Oregon have joined together to develop foreign trade. W. R. Ripley, of the Wheeler Osgood Company, Tacoma, is president of the organization, to be known as the American Export Door Company, which will be incorporated.

## H. W. Taylor Joins W. W. Chew

H. Winthrop Taylor, recently with the Boston office of Paul Block, Inc., publishers' representative, has joined the Boston office of W. W. Chew, publishers' representative. He formerly was with the Condé Nast Publications and the New York *American*.

# The Rochester Democrat & Chronicle

during 1926  
carried

# 17,375,476 lines of advertising

They gained in all departments—local, foreign, and classified, with a total net gain of nearly one and a half million lines.

The DEMOCRAT & CHRONICLE carried more advertising than the next Rochester newspaper by 3,794,502 lines.

The Circulation of the DEMOCRAT & CHRONICLE is over 80,000 daily and over 86,000 Sunday, which is 10,000 more than the nearest daily newspaper and over 20,000 more than the nearest Sunday newspaper.

The DEMOCRAT & CHRONICLE is Rochester's leading newspaper from every standpoint.

*Paul Block* Inc.

*In Charge of National Advertising*

NEW YORK

CHICAGO

DETROIT

BOSTON

PHILADELPHIA

# PRINTERS' INK

*Registered U. S. Patent Office*

*A JOURNAL FOR ADVERTISERS*  
*Founded 1888 by George P. Rowell*

PRINTERS' INK PUBLISHING CO., INC.  
 Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK  
 CITY. TELEPHONE: ASHLAND 6500. President  
 and Secretary, J. I. ROMER. Vice-President,  
 R. W. LAWRENCE. Treasurer, DAVID MARCUS.  
 Sales Manager, DOUGLAS TAYLOR.

Chicago Office: Illinois Merchants Bank  
 Building, GOV'T COMPTON, Manager.

Atlanta Office: 704 Walton Building,  
 GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building,  
 A. D. MCKINNEY, Manager.

San Francisco Office: 364 Market Street,  
 M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto,  
 H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50  
 for six months. Ten cents a copy. Foreign  
 Postage, \$2.00 per year; Canadian, \$1.00.  
 Advertising rates: Page, \$120; half page, \$60;  
 quarter page, \$30; one inch, minimum \$9.10;  
 Classified 65 cents a line, minimum order \$3.25.

JOHN IRVING ROMER, Editor  
 ROBERT W. PALMER, Managing Editor  
 ROY DICKINSON, Associate Editor  
 ALBERT E. HAASE, Associate Editor  
 BERNARD A. GRIMES, News Editor

EDITORIAL STAFF

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| E. B. Weiss                      | Andrew M. Howe   |
| Thomas F. Walsh                  | James C. McGrath |
|                                  | H. W. Marks      |
| A. H. Deute, Special Contributor |                  |
| Chicago: G. A. Nichols           |                  |
| D. M. Hubbard                    |                  |
| Russell H. Barker                |                  |
| Washington: James True           |                  |
| London: Thomas Russell           |                  |

NEW YORK, JANUARY 13, 1927

**The  
 Listening  
 Post**

The textile field said recently that he  
 considers his advertising department  
 is of greatest service to  
 the organization when it acts as  
 a listening post.

In previous years, he pointed  
 out, the advertising manager in his  
 concern had held preconceived  
 notions about buying habits of  
 customers and mapped out definite  
 plans based upon these notions.  
 These formed-in-advance conclusions  
 were not subject to change.

A few years ago a new advertising  
 manager came in. He considered it his function to act more  
 than anything else as a clearing  
 house of ideas for the various re-

tailers in different parts of the  
 country. He felt that his department  
 was a place where, with his  
 ear to the ground, he could secure  
 ideas from outlying places which  
 might make it necessary to change  
 at a moment's notice some of his  
 preconceived notions about local  
 advertising. He and the sales  
 manager in consultation came to  
 the obvious conclusion that consumers'  
 buying habits are the things which  
 can make or break a manufacturer's  
 sales and advertising campaigns. The retailer is in  
 a better position than anyone else  
 to tell what are the selling qualities  
 which will go over best in his  
 own neighborhood. The manufacturer  
 may be stressing as his only  
 selling points style, fit, durability,  
 comfort and flexibility. A retailer in Boise City may discover that  
 due to the great interest of the  
 young women in that locality in  
 basketball, the appeal which will  
 work best in that locality is health.  
 Advertisements prepared at the  
 factory office a thousand miles  
 away based upon any one of the  
 other qualities are a total loss, so  
 far as this retailer is concerned.

The advertising department acting  
 as a clearing house of ideas is  
 never afraid to junk a system  
 when it gets a live tip about local  
 buying habits. The advertising  
 copy which looks excellent in a  
 New York office building may  
 scare off prospective buyers in  
 Marietta, Ohio.

A retailer in Massachusetts who  
 began to sell steamer and automobile  
 rugs as a new type of shawl  
 revolutionized the sales plan of a  
 big manufacturer who happened  
 to have a "clearing house" advertising  
 department.

The advertising manager's contact  
 with the consumer is mental; the  
 retailer's contact is actually  
 across the counter. The advertising  
 manager who considers and uses  
 his department as a real  
 clearing house of ideas in which  
 any retailer's, salesman's, consumer's or rank outsider's idea is  
 as good as his own and as worthy  
 of careful consideration, is the  
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ing so essential to success in a highly competitive market.

### *How Leadership Happens*

perered during the last few years have proved themselves among other things, to be fast on their feet. What is meant by that? Only that they have kept themselves supple, flexible and adaptable, especially in handling their sales problems.

The underlying aim or objective of business, as we know it today, seldom changes. A manufacturer may enter new markets with new products. Profits always remain the goal. But as more and more manufacturers compete for ever-increasing segments of the consumer's dollar, the methods of business change and with amazing rapidity.

A few years ago it appeared as though the mail-order business was headed downhill without any brakes. Today, the leading houses in the mail-order field are more prosperous than ever, largely because they have been able to keep themselves youthful in spite of their years.

Sears, Roebuck and Company have pushed vigorously into the department store field. In a single year, Montgomery Ward & Company have opened a chain of merchandise exhibits in small country towns, have organized to operate a number of temporary exhibits in larger cities and have opened a string of warehouses across the country for the handling of heavy merchandise quickly and economically. Sales of several classes of merchandise are made across the counter at these display points and at the warehouses. Thus, we have two of the outstanding merchandising organizations of the country virtually in the chain-store field with indications pointing to further expansion in this direction. They want added volume and they are getting it, not by sitting back and hoping that somehow it will come their way but by devising new methods for overcoming handicaps that face them.

What the mail-order people have done ought to prove suggestive to other industries and individual manufacturers. To keep growing, business needs to keep thinking, to keep on experimenting and striving with the customer's satisfaction always in mind. In the business world, leadership does not just happen; it is rarely thrust on a manufacturer. It is chiseled out of whatever raw material a manufacturer finds at hand by cutting waste out of manufacturing and by combining speed, accuracy and alertness in the sales organization.

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### *Resales and Salesmen's Commissions*

So-called high-pressure selling often becomes mere frenzied unloading on the part of the salesmen, who get rid of the merchandise and then hurry on their way before the dealer will have time to ask too many embarrassing questions. To offset this tendency, far-seeing sales executives emphasize to their salesmen the necessity of bearing in mind the resale value of a product as well as its sale value.

An unusual plan used by the Weatherbest Stained Shingle Co., Inc., is described by Earle C. Brockett, sales manager of the company, in the January issue of PRINTERS' INK MONTHLY. The plan may be explained briefly as follows: When the salesman makes his original sale to the dealer he receives 50 per cent of the total commission on the sale. The rest of the commission is given the salesman only when the dealer has moved his stock into the hands of the consumer. Thus, the salesman sees his job, not as the narrow one of selling to dealers, but as the broad task of selling to the dealer and helping the dealer sell to the consumer.

The Weatherbest plan has much to recommend it. In many organizations the salesmen render mere lip service to the doctrine of reselling. Weatherbest makes that doctrine an integral part of the whole compensation plan so that the salesman has an immediate and vital financial interest in the deal-

er's ability to move his stock. In a day when re-selling is receiving such close attention from sales executives in many industries this plan is worthy of consideration. Its working details might vary with each industry but the broad principle can very well be made to apply to almost any compensation method.

### **Planned Production**

At a time when economists in several foreign countries are urging American mass production methods as cures alls for industry, the new leadership in business has taken a long step in advance. Mere mass production is being replaced by a closer interlocking of the production, selling and financial divisions.

Where, in the old days, the factory would turn out all it could produce and put it up to the sales department to dispose of it, today the plan department lays out a definite schedule, based upon careful advance analysis. Instead of guessing at what the sales increase should be, or leaving the matter to the enthusiasm of individuals at the annual convention, the figure is based upon a study of the sales of various items during the preceding year, plus a forecast of general business conditions and of special conditions which are likely to affect the particular industry. This forecasting, formerly considered visionary and academic by the mass productionists, has been brought to a fine art by a large number of executives who have made a careful study of methods and adapted them to the peculiar problems of their own business.

Many a factory made a profit which pleased its stockholders during the last twelve months, mainly because a carefully planned forecast had been closely synchronized with territorial and departmental quotas and with sound financing of charted plans thought out in advance. Many large advertisers are in the forefront of a movement which has reversed the old mass production method. Planned production with advertising and selling efforts made integral parts of a

budgeted forecast has taken its place.

### **What Consumers Don't Know About Advertising**

"If you owned a market, what would you advertise about your meat?"

That question was put to a thousand housewives. Over half replied that quality and sanitary handling of meats were the two factors which they would feature. From these returns, J. Clyde Marquis, director of economic information of the Bureau of Agricultural Economics, U. S. Department of Agriculture, concludes that the advertising of retail meat establishments might well undergo changes to conform with these expressions of opinion.

If only advertising were such a simple matter! Never again would advertisers be stumped for a copy angle. All that would be necessary, would be to ask users how they would advertise the product—and, presto! the problem would be solved.

Fortunately, or unfortunately—it is difficult to decide which—advertising has not yet become such a pleasantly easy occupation. The reason is that not only do most people know precious little concerning the art, science or game of advertising but, what is more, very few consumers are able to tell, truthfully and accurately, why they bought a certain article. Mrs. Jones may think she purchased that vacuum cleaner last week because she is no longer able to wield a broom dexterously. Actually, the buying motive might have been the newly acquired ownership of a similar cleaner by Mrs. Smith.

Catch her admitting that.

### **Alan Miller with The Bromfield Publishers**

Alan Miller, formerly advertising manager of Brewer & Company, Inc., Worcester, Mass., wholesale druggist, and at one time with the Camden, N. J., *Post-Telegram*, is now in charge of advertising promotion for The Bromfield Publishers, Brookline Village, Mass., hand-colored greeting cards.

Jan. 13, 1927  
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## Newell-Emmett Company

*Incorporated*

*Advertising • Merchandising Counsel*

120 WEST THIRTY-SECOND STREET

*New York*

**AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SUPER-  
LATIVE SERVICE TO  
A SMALL NUMBER  
OF ADVERTISERS**

**CLIENTS**

Liggett & Myers Tobacco Co.  
Johns-Manville Corporation  
Western Electric Co.  
The T. A. Snider Preserve Co.  
Loose-Wiles Biscuit Co.  
Graybar Electric Company  
Association of American Soap  
and Glycerine Producers

**"NOT HOW MUCH, BUT HOW WELL"**

## Advertising Club News

### Woodbridge Talks to Thirty Club on Radiophone

On the first day that the radiophone service between the United States and England was put into operation, C. K. Woodbridge, president of the International Advertising Association, and T. B. Lawrence, president of the Thirty Club of London, an organization of advertising men, exchanged felicitations for members of the advertising fraternity in each country. Mr. Lawrence extended the greetings of Charles A. McCurdy, president of the Advertising Association of Great Britain, who was absent from England, to American advertising men.

\* \* \*

### Kansas City Sales Managers Division to Meet

The sales managers' division of the Advertising Club of Kansas City, Mo., will hold the first of a series of meetings on January 25. C. M. Farrell, vice-president and general manager of the Irving-Pitt Manufacturing Company, is chairman of the division. A talk on the advertising campaign being conducted by the local real estate board was given at a recent meeting of the club by Ward C. Gifford, chairman of the board.

\* \* \*

### Pacific Coast Clubs Directors to Meet

The mid-winter conference of the board of directors of the Pacific Coast Advertising Clubs' Association will be held at Seattle, Wash., on January 24 and 25. On the second day of this conference, there also will be held at Seattle the mid-winter conference of the Northwest Advertising Clubs, which include the clubs of Seattle, Tacoma, Spokane, Walla Walla, Wenatchee, Portland, and Port Angeles.

\* \* \*

### Advertising and Selling Course for Montreal Club

The opening meeting of a course in retail advertising and selling will be held by the Advertising Club of Montreal on January 19. Meetings will continue weekly until May 4. The course will be under the direction of Harris S. Beecher, advertising and sales manager of Society Brand Clothes Limited.

\* \* \*

### New York Advertising Women to Hold Joint Meeting

The League of Advertising Women of New York will hold a joint dinner meeting on January 18, with the Home Economics Association at the Advertising Club of New York. Olive S. Allen, of the Blackman Company, Inc., New York, will speak.

### Record Membership Increase for Baltimore Club

During the last year 174 members joined the Advertising Club of Baltimore. This is the greatest increase in membership in the history of the club. S. L. Hammerman is chairman of the membership committee.

At a recent meeting of this organization, a series of original oil paintings by William B. Prince, painted for Dodge Brothers, Inc., was exhibited. The paintings, which had been used nationally in magazines and newspapers, were exhibited through the efforts of Harter B. Hull, former president of the Des Moines, Iowa, Advertising Club.

\* \* \*

### Playwrights and Advertisers Guided by Same Principle

Charles Coburn, leading actor in the play "Junk," which was written by Edwin B. Self, advertising manager of the Dayton Rubber Manufacturing Company, was the principal speaker at a recent meeting of the Advertising Club of Dayton, Ohio. Playwrights and advertisers have one thing in common, observed Mr. Coburn, that is the need for understanding mass psychology.

He cautioned advertising men against getting anything into their copy that was "outside the experience" of the reading public.

\* \* \*

### Members Asked to Bring New Year Wishes

At the first meeting, last week, of the Sacramento, Calif., Advertising Club, members submitted New Year wishes in the form of suggestions and helpful criticism that would help to guide the administration in developing a constructive program for 1927. Advance notices sent to the membership requested that each member come to the meeting with a wish he would like to see fulfilled by the club.

\* \* \*

### Westinghouse Club Starts Bulletin

The "Ad Club News" is the name of the official publication which is now being published in the interests of the new advertising club of members of the publicity department of the Westinghouse Electric and Manufacturing Company at East Pittsburgh, Pa.

\* \* \*

### Women's Club of Philadelphia Broadcasts

The Philadelphia Club of Advertising Women recently broadcast an hour's program from radio station WFL. Miss Florence M. Dart, vice-president of the club, spoke on "What Does Advertising Do for the Housewife?"

## An Attendance Stimulator Kills Two Birds with One Stone

Among several clubs it is the plan to stimulate attendance at meetings by the award of a prize through drawing numbers. This system, it has been found, helps to bring out the membership. With a slight adaptation by the Advertising Forum of the Dallas Advertising League, this plan is insuring successive attendance.

Under the Dallas system, a prize is drawn for and the name selected is placed in a sealed envelope. The envelope is opened at the next meeting and if the winner is again present, the award is made. If not the prize is added to that which is to be awarded at the following meeting.

\* \* \*

## Poor Richard Club Entertains Direct-Mail Officials

A luncheon was tendered last week to the board of governors of the Direct Mail Advertising Association by the Poor Richard Club of Philadelphia. Among those who addressed the meeting were: Homer J. Buckley, Frank L. Pierce, Harry B. Kirtland, Charles R. Wiers, Elmer John Roepel, Tim Thrift, W. R. Ewald, Percy G. Cherry and George W. Ward. Morton Gibbons-Neff, president of the Poor Richard Club, presided.

\* \* \*

## Byron W. Orr Resigns As Orlando Club Officer

Byron W. Orr has resigned as secretary-treasurer of the Orlando and Orange County Advertising Club, Orlando, Orange County, Fla., following his appointment as manager of the advertising copy service department of the El Paso, Tex., *Herald and Times*. He has also severed his connection with the Hanson Advertising Agency. Mr. Orr was at one time in charge of the advertising copy service department of the Louisville, Ky., *Herald-Post*.

\* \* \*

## N. W. Hampton Now President of Sioux City Club

Norman W. Hampton, publisher of the Sioux City, Iowa, *Morningside News*, has been elected president of the Sioux City Advertising Club. He succeeds Horace F. Wulf. Other officers elected were: Henry D. Wright, vice-president; A. V. Weidel, Jr., secretary, and Cedric Hoskins treasurer.

## Record November Rexall Drug Sales

The United Drug Company, Boston, Rexall specialties, reports the largest November sales in the company's history. Sales for that month in the United States amounted to \$8,155,851, an increase of \$1,062,000, or 15 per cent over the same month of 1925.

## George Hartman Leads in Winter Golf Tournament

The qualifying rounds of the twenty-fifth annual championship tournament of the Winter Golf League of Advertising Interests were played at St. Augustine, Fla., on January 10. President Rodney E. Boone, of New York, drove off the first ball. George Hartman of Chicago turned in the best card of the day winning the medal with a card of 43-37-80 and leading a big field by three strokes.

W. Roy Barnhill, of New York, secretary of the League, and Elmer Rich, of Chicago, were tied for second place, each with an 83. Murray Purves, of Boston, took fourth place with an 84. The driving prize was won by W. H. Hoedt of New York with a drive of 250 yards.

The leader in the women's division was Mrs. G. W. Trice of New York with 109-26-83. Mrs. C. A. Hendler of Boston and Mrs. Roy Porter of New York took second and third place, respectively.

Nearly 100 cards were turned in by the men and nearly two sixteens by the women for the first day's play. A full report on the tournament, which continues through the week, will appear in the next issue.

## New Accounts for Ketchum, MacLeod & Grove Agency

The National Mortar and Supply Company, Pittsburgh, Pa., has appointed Ketchum, MacLeod & Grove, Inc., Pittsburgh advertising agency, to direct its advertising account. An advertising campaign in building trade and architectural publications is planned, to be supplemented by direct-mail advertising.

The Kiakiminetas Springs School, Saltsburgh, Pa., has also appointed this agency to direct its advertising account.

## Appoints Fred Butterfield & Company

S. Slater & Sons, Inc., Webster, Mass., textile manufacturer, has appointed Fred Butterfield & Company, Inc., New York, as national selling agents for the products of its clothiers' linings department.

## L. J. Dillon Joins J. P. McKinney & Son

Leonard J. Dillon, formerly with *Comfort*, Augusta, Me., has joined J. P. McKinney & Son, publishers' representatives, New York.

## S. I. Carpenter Dead

S. I. Carpenter, for over twenty-five years New England advertising representative of *Marine Engineering and Shipping Age*, New York, died recently at Sharon, Mass. He was seventy years old.

Jan. 13, 1927



# SMART SET

R. E. BERLIN, *Business Manager*

119 West 40th Street, New York  
Chicago Adv. Office, 360 N. Michigan Ave.

# Edward T. Hall

*President*

*Association of National Advertisers*

—said at their annual meeting, "We should encourage the publications that have honest-to-goodness reader interest."

SMART SET has it—deep reader interest.

Unsolicited letters by the thousand from SMART SET readers to the editor prove the point. And the average person hates to write letters.

For advertisers, SMART SET pulls hundreds, thousands of dimes and quarters every time it has such a chance with coupon copy.

It will do this for you.





*To Sell the Man Who Builds a  
Home Like This?*

## THE HOUSE BEAUTIFUL!

Only publication in the class field which goes directly to the heart of home building, decoration, appointment and orientation and stops there. Since 1896, devoted to the entertainingly instructive portrayal of what makes for the best, most convenient and most attractive in home environment.

Featuring well edited departments, fascinatingly illustrated, together with an institutional home builders service, the House Beautiful affords the correct answer to every question. It is a friendly guide to the uninitiated and a ready handbook for the experienced builder. More than 80,000 men and women read it each month, interested in building, remodeling, decorating, furnishing and gardening.

Here then is a class publication devoted strictly to one class—the home maker. It will appeal to the shrewd buyer of advertising space, because waste circulation is practically eliminated—indeed a rare advantage. May we submit complete data and rates?

*Circulation 80,000 net paid, ABC, rebate-backed, guaranteed—and with liberal excess*

THE HOUSE BEAUTIFUL PUBLISHING CO. Inc.  
8 Arlington Street, Boston, Mass.

*A Member of the Class Group*

**JANUARY MAGAZINES****VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES**(Exclusive of publishers' own  
advertising)**Standard Size**

|                          | Pages | Lines  |
|--------------------------|-------|--------|
| World's Work.....        | 109   | 24,454 |
| Review of Reviews.....   | 97    | 21,758 |
| Harper's .....           | 96    | 21,588 |
| Atlantic Monthly.....    | 81    | 18,303 |
| Scrubner's .....         | 62    | 13,900 |
| Golden Book.....         | 44    | 9,905  |
| The Forum.....           | 29    | 6,563  |
| American Mercury.....    | 28    | 6,276  |
| Street & Smith Comb..... | 23    | 5,208  |
| Current History.....     | 22    | 4,928  |
| Wide World.....          | 19    | 4,322  |
| Munsey's .....           | 17    | 3,954  |
| Everybody's .....        | 11    | 2,561  |
| Blue Book.....           | 10    | 2,254  |
| Century .....            | 8     | 1,960  |
| Bookman .....            | 8     | 1,872  |

**Flat Size**

|                          | Pages | Lines  |
|--------------------------|-------|--------|
| American .....           | 70    | 31,063 |
| Physical Culture.....    | 60    | 25,776 |
| Cosmopolitan .....       | 55    | 23,787 |
| Red Book.....            | 44    | 19,194 |
| True Story.....          | 40    | 17,576 |
| Dream World.....         | 35    | 15,419 |
| Photoplay .....          | 35    | 15,111 |
| True Romances.....       | 31    | 13,627 |
| True Detective Mysteries | 31    | 13,461 |
| Secrets .....            | 31    | 13,362 |
| American Boy.....        | 19    | 13,090 |
| Better Homes & Gardens   | 29    | 13,007 |
| Boys' Life.....          | 19    | 12,970 |
| Motion Picture Magazine  | 29    | 12,573 |
| Smart Set.....           | 27    | 11,895 |
| Sunset .....             | 26    | 11,523 |
| Asia .....               | 25    | 10,944 |
| Fawcett's .....          | 22    | 9,640  |
| Elks Magazine.....       | 21    | 9,576  |
| American Legion Monthly  | 19    | 8,559  |
| Success Magazine.....    | 19    | 8,230  |
| Picture Play.....        | 17    | 7,656  |
| McClure's .....          | 15    | 6,435  |
| American Girl.....       | 13    | 5,704  |
| The Open Road.....       | 9     | 3,934  |
| St. Nicholas.....        | 8     | 3,646  |

**WOMEN'S MAGAZINES**

|                          | Pages | Lines  |
|--------------------------|-------|--------|
| Vogue (2 issues).....    | 150   | 94,925 |
| Ladies' Home Journal.... | 103   | 70,212 |
| Harper's Bazar.....      | 90    | 61,863 |
| Good Housekeeping.....   | 91    | 39,246 |
| Woman's Home Comp....    | 47    | 31,590 |
| Pictorial Review.....    | 43    | 29,702 |
| McCall's .....           | 33    | 22,946 |
| Delineator .....         | 33    | 22,539 |

Institutional  
strategy.

In every  
advertising  
campaign of  
institutional  
strategy  
intended to  
improve  
credit  
and build  
good will

J. G. Forbes

is an  
essential  
medium.

Walter Drey.

**FORBES**

Jan. 13, 1927

1907  
to  
1927



JANUARY 1907

For Twenty Years

"The Quality Magazine  
of the Boating Field."

(Member of A. B. C.)

# Yachting

"Edited by Yachtsmen for Yachtsmen"

25 West 43rd St., New York City

|                         | Pages | Lines  |
|-------------------------|-------|--------|
| Holland's .....         | 25    | 19,009 |
| Farmer's Wife.....      | 17    | 12,154 |
| Modern Priscilla.....   | 17    | 12,070 |
| People's Popular Month. | 17    | 11,677 |
| Woman's World.....      | 14    | 9,846  |
| Household Magazine....  | 11    | 8,535  |
| People's Home Journal.. | 11    | 7,729  |
| Today's Housewife.....  | 7     | 5,276  |
| Junior Home Magazine..  | 7     | 4,871  |
| Needlecraft .....       | 6     | 4,732  |
| Child Life.....         | 9     | 4,270  |
| Fashionable Dress.....  | 6     | 4,234  |
| Mess. of Sacred Heart.. | 12    | 2,905  |

**GENERAL AND CLASS**

|                           | Pages | Lines  |
|---------------------------|-------|--------|
| House & Garden.....       | 126   | 80,161 |
| Town & Country (2 in.).   | 104   | 69,968 |
| Country Life.....         | 88    | 59,682 |
| Vanity Fair.....          | 67    | 42,425 |
| Arts & Decoration.....    | 61    | 41,286 |
| House Beautiful.....      | 59    | 37,493 |
| Popular Mechanics.....    | 162   | 36,372 |
| Radio News.....           | 73    | 32,476 |
| Nation's Business.....    | 72    | 32,139 |
| System .....              | 74    | 32,001 |
| Popular Science Monthly   | 64    | 27,814 |
| Radio Broadcast.....      | 54    | 24,205 |
| Popular Radio.....        | 53    | 22,951 |
| Garden & Home Builder     | 36    | 22,286 |
| World Traveler.....       | 34    | 21,646 |
| Normal Instructor.....    | 30    | 20,625 |
| International Studio..... | 28    | 19,430 |
| Radio .....               | 43    | 19,033 |
| Field & Stream.....       | 33    | 14,249 |
| Science & Invention....   | 31    | 13,997 |
| Business .....            | 27    | 11,746 |
| Theatre .....             | 18    | 11,613 |
| Field Illustrated.....    | 16    | 11,538 |
| Scientific American.....  | 15    | 10,838 |
| Outdoor Life.....         | 19    | 8,489  |
| Radio Age.....            | 20    | 8,431  |
| Outdoor Recreation.....   | 19    | 8,414  |
| Association Men.....      | 19    | 8,148  |
| The Rotarian.....         | 15    | 6,858  |
| National Sportsman....    | 15    | 6,733  |
| Extension Magazine.....   | 9     | 6,426  |
| Forest & Stream.....      | 8     | 3,558  |

**CANADIAN MAGAZINES**

|                          | Pages | Lines  |
|--------------------------|-------|--------|
| Can. Homes & Gar. (Dec.) | 89    | 56,173 |
| Maclean's (2 Dec. is.).. | 71    | 50,116 |
| Can. Home Jour. (Dec.)   | 46    | 32,530 |
| West. Home Mo. (Dec.)    | 43    | 31,473 |
| Rod & Gun in Canada...   | 15    | 6,695  |

**DECEMBER WEEKLIES**

|                       | Pages | Lines  |
|-----------------------|-------|--------|
| December 1-5          |       |        |
| Saturday Evening Post | 140   | 95,327 |
| New Yorker.....       | 74    | 31,867 |
| Liberty .....         | 43    | 27,832 |
| Literary Digest.....  | 44    | 20,434 |
| Forbes (Semi-Mo.).... | 41    | 19,096 |

|        |        |
|--------|--------|
| ages   | Lines  |
| 25     | 19,009 |
| 17     | 12,154 |
| 17     | 12,070 |
| 7      | 11,677 |
| 4      | 9,846  |
| 1      | 8,535  |
| 1      | 7,729  |
| 2      | 5,276  |
| 7      | 4,871  |
| 5      | 4,732  |
| 3      | 4,270  |
| 4      | 4,234  |
| 1      | 2,905  |
| BS     | Lines  |
| 80,161 |        |
| 69,968 |        |
| 59,682 |        |
| 42,425 |        |
| 41,286 |        |
| 37,493 |        |
| 36,372 |        |
| 32,476 |        |
| 32,139 |        |
| 32,001 |        |
| 27,814 |        |
| 24,205 |        |
| 22,951 |        |
| 22,286 |        |
| 21,646 |        |
| 20,625 |        |
| 19,430 |        |
| 19,033 |        |
| 14,249 |        |
| 13,997 |        |
| 11,746 |        |
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| 11,538 |        |
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| 8,148  |        |
| 6,858  |        |
| 6,733  |        |
| 6,426  |        |
| 3,558  |        |
| Lines  |        |
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| 4,473  |        |
| 6,695  |        |
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| .867   |        |
| 832    |        |
| 434    |        |
| 096    |        |

# Newsstand Displays

An Important Item in the  
Increased Sales of  
Any Publication



HERBERT HUNGERFORD in the December issue of "Publishing" tells of "The Struggle for Display." This article enumerates some of the difficulties faced by publishers who want their magazines right in the front row.

Eastern Distributing Corporation travels 7 promotion men who are constantly in contact with our 70,000 newsstand customers. These men follow-up newsstand displays as part of our job in contributing to the growth of a publication's newsstand sales.

1. We distribute
2. We count returns
3. We regulate orders
4. We bill
5. We collect
6. We supply circulation data

Any publisher who has a magazine properly constructed to be a national newsstand seller should communicate with us, because we can give him action through our 70,000 Independent National Newsstands. Write

**EASTERN  
DISTRIBUTING CORP.**

45 West 45th Street  
New York City

*Bryant 1444*

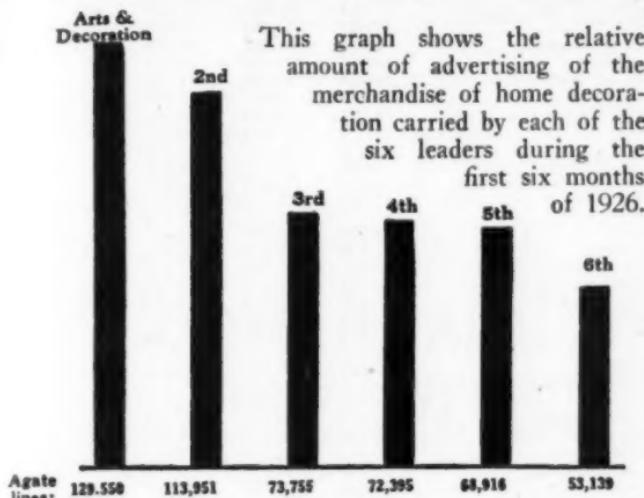
Jan. 13, 1927

Jan.

|                        | Pages | Lines  |                           | Pages | Lines   |
|------------------------|-------|--------|---------------------------|-------|---------|
| American Weekly.....   | 8     | 15,793 | Christian Herald.....     | 2     | 2,019   |
| Life .....             | 28    | 12,288 | New Republic.....         | 3     | 1,323   |
| Collier's .....        | 14    | 10,165 | Judge .....               | 2     | 1,165   |
| Time .....             | 23    | 9,880  | Youth's Companion.....    | ..    | 546     |
| Christian Herald.....  | 9     | 6,617  | Argosy-All-Story .....    | 2     | 466     |
| Youth's Companion..... | 9     | 6,607  | <b>December 27-31</b>     |       |         |
| Outlook .....          | 11    | 4,848  | The Nation.....           | 6     | 2,835   |
| Churchman .....        | 10    | 4,403  | Life .....                | 4     | 2,033   |
| Argosy-All-Story ..... | 19    | 4,360  | Outlook .....             | 3     | 1,650   |
| Judge .....            | 8     | 3,725  | New Republic.....         | 3     | 1,543   |
| The Nation.....        | 5     | 2,205  | Youth's Companion.....    | 1     | 1,166   |
| New Republic.....      | 5     | 2,205  | <b>Total for December</b> |       |         |
| <b>December 6-12</b>   |       |        | Saturday Evening Post     | 388   | 263,900 |
| Saturday Evening Post  | 124   | 84,846 | New Yorker.....           | 240   | 103,244 |
| Liberty .....          | 50    | 32,477 | Liberty .....             | 137   | 88,868  |
| New Yorker.....        | 75    | 32,329 | Literary Digest.....      | 135   | 62,011  |
| Literary Digest.....   | 40    | 18,333 | Collier's .....           | 58    | 39,464  |
| Collier's .....        | 18    | 12,882 | Forbes (Semi-Mo.)....     | 79    | 36,091  |
| American Weekly.....   | 5     | 10,418 | American Weekly.....      | 17    | 34,266  |
| The Nation.....        | 21    | 9,082  | Life .....                | 65    | 27,899  |
| New Republic.....      | 17    | 7,497  | Time .....                | 59    | 25,100  |
| Time .....             | 16    | 6,810  | The Nation.....           | 52    | 21,892  |
| Christian Herald.....  | 9     | 6,267  | Christian Herald.....     | 27    | 18,510  |
| Life .....             | 14    | 6,254  | Outlook .....             | 36    | 15,578  |
| Youth's Companion...   | 7     | 5,004  | Youth's Companion...      | 22    | 15,109  |
| Outlook .....          | 10    | 4,518  | New Republic.....         | 32    | 14,131  |
| Churchman .....        | 6     | 2,524  | Churchman .....           | 30    | 12,885  |
| Argosy-All-Story ..... | 8     | 1,896  | Judge .....               | 20    | 8,797   |
| Judge .....            | 4     | 1,798  | Argosy-All Story .....    | 33    | 7,580   |
| <b>December 13-19</b>  |       |        |                           |       |         |
| Saturday Evening Post  | 85    | 58,358 |                           |       |         |
| New Yorker.....        | 61    | 26,550 |                           |       |         |
| Liberty .....          | 32    | 20,756 |                           |       |         |
| Forbes (Semi-Mo.)....  | 37    | 16,995 |                           |       |         |
| Literary Digest.....   | 31    | 14,405 |                           |       |         |
| Collier's .....        | 14    | 10,119 |                           |       |         |
| American Weekly.....   | 2     | 4,939  |                           |       |         |
| Time .....             | 11    | 4,658  |                           |       |         |
| The Nation.....        | 10    | 4,410  |                           |       |         |
| Life .....             | 9     | 4,233  |                           |       |         |
| Churchman .....        | 9     | 3,856  |                           |       |         |
| Christian Herald.....  | 5     | 3,607  |                           |       |         |
| Judge .....            | 4     | 2,109  |                           |       |         |
| Youth's Companion...   | 2     | 1,786  |                           |       |         |
| Outlook .....          | 3     | 1,754  |                           |       |         |
| New Republic.....      | 3     | 1,543  |                           |       |         |
| Argosy-All-Story ..... | 3     | 858    |                           |       |         |
| <b>December 20-26</b>  |       |        |                           |       |         |
| Saturday Evening Post  | 37    | 25,369 |                           |       |         |
| New Yorker.....        | 29    | 12,498 |                           |       |         |
| Literary Digest.....   | 19    | 8,839  |                           |       |         |
| Liberty .....          | 12    | 7,803  |                           |       |         |
| Collier's .....        | 9     | 6,298  |                           |       |         |
| Time .....             | 8     | 3,752  |                           |       |         |
| The Nation.....        | 8     | 3,360  |                           |       |         |
| American Weekly.....   | 1     | 3,116  |                           |       |         |
| Life .....             | 7     | 3,091  |                           |       |         |
| Outlook .....          | 6     | 2,808  |                           |       |         |
| Churchman .....        | 5     | 2,102  |                           |       |         |

**RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS**

|                           | Pages | Lines  |
|---------------------------|-------|--------|
| 1. Vogue (2 issues)...    | 150   | 94,925 |
| 2. House & Garden...      | 126   | 80,161 |
| 3. Ladies' Home Journal   | 103   | 70,212 |
| 4. Town & C'ntry (2 is.)  | 104   | 69,968 |
| 5. Harper's Bazar.....    | 90    | 61,863 |
| 6. Country Life.....      | 88    | 59,682 |
| 7. Can. Ho. & Gar.(Dec.)  | 93    | 56,173 |
| 8. Maclean's (2 Dec. is.) | 71    | 50,116 |
| 9. Vanity Fair.....       | 67    | 42,425 |
| 10. Arts & Decoration..   | 61    | 41,286 |
| 11. Good Housekeeping..   | 91    | 39,246 |
| 12. House Beautiful....   | 59    | 37,493 |
| 13. Popular Mechanics..   | 162   | 36,372 |
| 14. Can. Home Jour.(Dec.) | 46    | 32,530 |
| 15. Radio News.....       | 73    | 32,476 |
| 16. Nation's Business...  | 72    | 32,139 |
| 17. System .....          | 74    | 32,001 |
| 18. Woman's Home Com.     | 47    | 31,590 |
| 19. West. Home Mo.(Dec.)  | 43    | 31,473 |
| 20. American .....        | 70    | 31,063 |
| 21. Pictorial Review....  | 43    | 29,702 |
| 22. Popular Science Mo.   | 64    | 27,814 |
| 23. Physical Culture....  | 60    | 25,776 |
| 24. World's Work.....     | 109   | 24,454 |
| 25. Radio Broadcast....   | 54    | 24,205 |



This graph shows the relative amount of advertising of the merchandise of home decoration carried by each of the six leaders during the first six months of 1926.

## *Selling the Merchandise —of Home Decoration*

Advertisers know that the only persons they can influence to buy their merchandise are those who are interested, have the good taste to understand and appreciate their wares and the resources to purchase.

**ARTS & DECORATION** readers are interested to the buying point in all the major and minor accessories of home decoration.

The intending buyer looks to our advertising pages as a guide for home furnishings as naturally as the telephone directory is consulted for numbers.

That's why this publication receives more advertising of this particular kind than any other magazine.

# Arts & Decoration

45 West 45th St., New York, N.Y.

**FOUR-YEAR RECORD OF JANUARY ADVERTISING**  
**GENERAL MAGAZINES**

|                                     | 1927<br>Lines | 1926<br>Lines | 1925<br>Lines | 1924<br>Lines | Total<br>Lines |
|-------------------------------------|---------------|---------------|---------------|---------------|----------------|
| Maclean's (2 Dec. issues) . . . . . | 50,116        | 56,003        | 50,270        | 46,865        | 203,254        |
| American . . . . .                  | 31,063        | 32,935        | 28,623        | 28,013        | 120,634        |
| Physical Culture . . . . .          | 25,776        | 26,997        | 28,336        | 30,514        | 111,613        |
| Cosmopolitan . . . . .              | †23,787       | †23,000       | 20,201        | 19,535        | 86,523         |
| Review of Reviews . . . . .         | 21,758        | 21,105        | 21,330        | 19,525        | 83,718         |
| Red Book . . . . .                  | 19,194        | 17,817        | 18,407        | 19,985        | 75,403         |
| World's Work . . . . .              | 24,454        | 16,768        | 14,347        | 17,024        | 72,593         |
| Photoplay . . . . .                 | 15,111        | 17,486        | 15,198        | 16,860        | 64,655         |
| Harper's . . . . .                  | 21,588        | 15,341        | 11,579        | 12,669        | 61,177         |
| Atlantic Monthly . . . . .          | 18,300        | 16,011        | 12,643        | 13,888        | 60,842         |
| Motion Picture Magazine . . . . .   | 12,573        | 14,539        | 15,116        | 15,458        | 57,686         |
| American Boy . . . . .              | *13,090       | *13,770       | *12,000       | 13,400        | 52,260         |
| Sunset . . . . .                    | 11,523        | 15,827        | 11,910        | 9,958         | 49,218         |
| Scribner's . . . . .                | 13,900        | 12,311        | 11,207        | 10,584        | 48,002         |
| Boys' Life . . . . .                | 12,970        | 11,635        | 10,425        | 9,806         | 44,836         |
| Success Magazine . . . . .          | 8,230         | 8,600         | 11,297        | 11,841        | 39,968         |
| Everybody's . . . . .               | 2,561         | 3,337         | 4,006         | 6,191         | 16,095         |
| Century . . . . .                   | 1,960         | 2,576         | 4,592         | 6,272         | 15,400         |
| St. Nicholas . . . . .              | *3,646        | 2,912         | 3,752         | 3,920         | 14,230         |
| Munsey's . . . . .                  | 3,954         | 3,188         | 2,996         | 3,556         | 13,694         |

\*New size.

†Hearst's International combined with Cosmopolitan.

**WOMEN'S MAGAZINES**

|                                    |         |         |         |        |         |
|------------------------------------|---------|---------|---------|--------|---------|
| Vogue (2 issues) . . . . .         | 94,925  | 90,382  | 67,196  | 68,456 | 320,959 |
| Ladies' Home Journal . . . . .     | 70,212  | 56,630  | 55,080  | 54,258 | 236,180 |
| Harper's Bazaar . . . . .          | 61,863  | 57,750  | 41,167  | 30,824 | 191,604 |
| Good Housekeeping . . . . .        | 39,246  | 33,077  | 29,056  | 31,933 | 133,314 |
| Woman's Home Companion . . . . .   | 31,590  | 27,782  | 25,069  | 23,192 | 107,633 |
| Pictorial Review . . . . .         | *29,702 | *24,338 | *19,256 | 22,990 | 96,286  |
| McCall's . . . . .                 | *22,946 | *14,717 | *18,769 | 20,370 | 76,802  |
| Delineator . . . . .               | †22,539 | 13,193  | 11,625  | 12,826 | 60,183  |
| People's Popular Monthly . . . . . | 11,677  | 11,800  | 12,509  | 10,640 | 46,626  |
| Modern Priscilla . . . . .         | 12,070  | 10,200  | 11,730  | 11,630 | 45,630  |
| People's Home Journal . . . . .    | 7,729   | 8,468   | 10,602  | 11,255 | 38,054  |
| Woman's World . . . . .            | 9,846   | 7,125   | 9,598   | 7,136  | 33,705  |
| Needlecraft . . . . .              | 4,732   | 5,440   | 8,245   | 4,600  | 23,017  |

\*New size.

†Designer combined with Delineator.

**CLASS MAGAZINES**

|                                     |          |          |          |        |         |
|-------------------------------------|----------|----------|----------|--------|---------|
| House & Garden . . . . .            | 80,161   | 78,956   | 60,779   | 60,243 | 280,139 |
| Town & Country (2 issues) . . . . . | 69,968   | 68,621   | 56,872   | 50,497 | 245,958 |
| Country Life . . . . .              | \$59,682 | \$73,597 | \$44,344 | 44,184 | 221,807 |
| Vanity Fair . . . . .               | 42,425   | 45,219   | 33,048   | 33,133 | 153,825 |
| Popular Mechanics . . . . .         | 36,372   | 36,652   | 38,640   | 38,080 | 149,744 |
| Arts & Decoration . . . . .         | 41,286   | 36,792   | 33,600   | 18,560 | 130,238 |
| System . . . . .                    | 32,001   | 40,495   | 25,389   | 27,846 | 125,731 |
| House Beautiful . . . . .           | \$37,493 | \$37,526 | \$22,142 | 20,888 | 118,049 |
| Popular Science Monthly . . . . .   | 27,814   | 28,109   | 31,459   | 28,885 | 116,267 |
| Nation's Business . . . . .         | 32,139   | 24,762   | 19,667   | 21,654 | 98,222  |
| International Studio . . . . .      | 19,430   | 18,463   | 16,171   | 14,763 | 68,827  |
| Science & Invention . . . . .       | 13,997   | 13,339   | 15,746   | 18,031 | 61,113  |
| Field & Stream . . . . .            | 14,249   | 14,729   | 15,587   | 15,963 | 60,528  |
| Scientific American . . . . .       | 10,838   | 12,484   | 12,058   | 15,123 | 50,503  |
| Theatre . . . . .                   | 11,613   | 10,882   | 12,061   | 12,452 | 47,008  |
| Business . . . . .                  | 11,746   | 12,212   | 11,318   | 9,440  | 44,716  |
| Outdoor Recreation . . . . .        | 8,414    | 7,121    | 8,096    | 10,163 | 33,794  |
| Outdoor Life . . . . .              | 8,489    | 9,126    | 7,581    | 8,360  | 33,556  |
| National Sportsman . . . . .        | 6,733    | 6,950    | 6,690    | 10,262 | 30,635  |
| Forest & Stream . . . . .           | 3,558    | 3,532    | 4,392    | 7,592  | 19,074  |

568,408      579,567      475,640      466,119      2,089,734

‡Changed to four-column page.

**WEEKLIES (4 December Issues)**

|                                 |         |         |         |          |           |
|---------------------------------|---------|---------|---------|----------|-----------|
| Saturday Evening Post . . . . . | 263,900 | 289,488 | 246,192 | ‡247,018 | 1,046,598 |
| Literary Digest . . . . .       | 62,011  | 64,279  | 54,799  | §61,371  | 242,460   |
| American Weekly . . . . .       | 34,266  | 37,514  | 36,557  | §62,146  | 170,483   |
| Collier's . . . . .             | 39,464  | 33,377  | 23,568  | ‡21,882  | 118,291   |
| Forbes (2 issues) . . . . .     | 36,091  | 33,006  | 15,637  | 17,391   | 102,125   |
| Life . . . . .                  | ‡27,899 | ‡26,707 | 17,089  | 23,678   | 95,373    |
| Outlook . . . . .               | ‡15,578 | ‡19,963 | ‡24,502 | 21,911   | 81,954    |
| Christian Herald . . . . .      | 18,510  | 17,513  | 15,330  | §19,049  | 70,402    |

‡Five issues.

497,719      521,847      433,674      474,446      1,927,686

Grand Totals . . . . . 1,820,758 1,804,474 1,537,453 1,566,539 6,729,224

Total  
Lines  
203,254  
120,634  
111,613  
86,523  
83,718  
75,403  
72,593  
64,655  
61,177  
60,842  
57,686  
52,260  
49,218  
48,002  
44,836  
39,968  
16,095  
15,400  
14,230  
13,694  
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36,180  
91,604  
33,314  
07,633  
96,286  
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50,183  
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# "Come again!"

THE *Forum* reprints its leading articles in pamphlet form at 10 cents a copy. In 1926 among the pamphlets issued were:

*A Debate on the Ku Klux Klan.* Imperial Wizard Evans vs. Rep. Pattangall.

*Why I am a Mormon,* by Senator Reed Smoot.

*Fifteen Finest Novels,* by Arthur Symons.

*Inheritance of Acquired Characters,* by Prof. H. S. Jennings, Johns Hopkins University.

And 38,692 copies were sold. The *Forum*, a magazine of controversy, is read by people who are our friends. They say, "Come again!" to us. Subscription renewals are also high. "Come again"—again!

94 per cent of the contract advertisers renewed their contracts for 1927. "Come again" from the other side of the fence.

Many advertisers know that the *Forum* is a "live" magazine, read by 75,000 alert, responsive men and women. Are you going to advertise in the *Forum* during 1927?

# FORUM

*A magazine of controversy*

*Edited by HENRY GODDARD LEACH*

247 Park Ave., New York City

# The Little Schoolmaster's Classroom

JUST how much does it add to the effectiveness of a letter to bring it to a snorting close with some such words as, "Yours for the Biggest and Best Year That This Country Has Ever Known"? This practice is a habit far more annoying than any of the harmless little pomposities perpetrated by the "I-Am-Afraid," which came up in Class recently.

In not more than three days, three letters have piled themselves up on the Schoolmaster's desk. All are form letters written by manufacturers to their dealers. All, therefore, were carefully prepared. The first is a notion manufacturer. His letter is addressed, "Dear Sir," and is printed in imitation typewriter type on page one of a four-page letter-folder. The letter presents a convincing sales argument to the dealer and winds up with a special assortment offer, which shows the dealer how he can make 50 per cent profit with a very small investment. But instead of saying, "Yours truly," the letter concludes, "Yours for a record-breaking turnover." The second letter in the group, written by a manufacturer of gift merchandise, says, "Yours for quick sales and sure profit." While the third letter, most amazing of all, reads, "Yours in the faith of fair prices and full profits forever."

Many authorities on letter writing have long advocated the abolition of the complimentary close. What would they say to that last one? Here is the complimentary close turned into a "wallop"—one of those high-pressure things that is supposed to "knock 'em cold"—something thrown into the letter as a final punch, which, in case the ordinary selling arguments prove ineffectual, will nail the order. But will it? Just what do these sock-lines do and what is their effect on the dealer, or other recipient? The Schoolmaster is much inclined to the belief that

they are inept, stilted and, when taken out of their context, very silly. It is to be doubted whether the use of "yours truly" in a sales letter ever lost an order. On the other hand it is quite conceivable that the subject of price, turnover and profits might be matters of controversy with some dealers, and a letter sent out for the purpose of bringing in orders would be less likely to irritate if it omitted reference to such things as "record-breaking turnover" and the "faith of fair prices and fair profits forever," even though the latter phrase does sound a little like a line from the Star Spangled Banner.

\* \* \*

Each year the Schoolmaster resolves to forget advertising and business on Christmas Day. In this resolution he is ably aided by the great majority of advertisers who remain discreetly quiet in those newspapers which reach the Schoolmaster's Christmas breakfast table.

This year, however, the Schoolmaster did think advertising—and quite pleasantly, too—for just a few moments on Christmas morning when he read the following advertisements:

It is our hope that the gifts for Christmas which arrived in those plain white boxes of Ovington have added a little to the joy and happiness of Christmas Day.

OVINGTON'S.

Hope you enjoy the visit of Old Father Christmas and his daughter, Mary.

ROGERS FEET COMPANY.

Those pleasant little greetings, although they made the Schoolmaster break a resolution, did add a bit to the store of good-will he has always had for Ovington's and Rogers Feet.

\* \* \*

Writing in a recent issue of the *Barber's Journal*, Joseph De Silvis pays advertising a thorough-going tribute without intending it that way at all. In discussing

# OUTLOOKS



A CLEANER which will take off oil, grime and other traces of work giving everybody soft white hands for the leisure hours is a definite help in social progress and our client, Flash Chemical Co., is the benefactor of all industrial workers. Flash, their famous hand cleaner is made in the busy industrial center of Cambridge which lies near the Charles River and the outlook from the plant includes Beacon Hill and the State House in the distance.

**CHURCHILL-HALL**  
INCORPORATED  
*H. B. LE QUATTE, President*  
50 UNION SQUARE  
NEW YORK

MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

# COPYWRITER

Large electrical refrigeration manufacturing company located in middle west wishes to employ young man as copywriter in sales promotion department. This is an exceptional opportunity. Man preferred who can make layouts as well as write copy. In writing please state age, education and previous experience. Also send photograph. Apply "R," Box 88, care of Printers' Ink.

## ADVERTISING - BUSINESS MANAGER

Available February 1st

Capable executive with years of successful newspaper experience to qualify him for advertising or business management of aggressive newspaper is available February 1st. Now located in Milwaukee, Wisconsin, but will go where opportunities for advancement are greatest.

Has demonstrated his ability in every phase of advertising, merchandising and selling during past 16 years and now stands ready to put this experience to work for you.

This man is 34, a Christian, and married, with two children. References can be secured or appointment for conference arranged by writing or telephoning

**G. LOGAN PAYNE COMPANY**  
Newspaper Representatives  
6 No. Michigan Ave., Chicago, Ill.

## Advertising Management

I offer a sound service, on a part-time basis, to companies requiring competent advertising management. Address "L," Box 83, Printers' Ink.

"safety razors and barbers," Mr. De Silvis delivers himself of this sentiment:

At the outset I may state that the safety razor manufacturers are able to sell their implement of torture because of their clever advertising. They have overcome a thousand years of habit by the fabulous sum of money spent every year in advertising. It has been a very serious task to induce men to accept the exasperating and painful process of eradicating their beards at home with a potato peeler.

In common with many thousands of other men who use safety razors, the Schoolmaster is not prepared to say, with Mr. De Silvis that the process is "exasperating and painful." Although a safety razor is perhaps not an ideal tool for removing whiskers from one's face, the Schoolmaster has never looked upon it as an implement of torture.

If there had not been real merit to this merchandise, advertising could never have put it across. Advertising can induce people to buy almost anything once, but that is as far as the thing can go unless the goods do what their makers claim for them.

If the barber is losing so much business as a result of the "fabulous sums spent every year in advertising" it naturally follows that the barber, individually or collectively, could well afford to do a little advertising in his own behalf. Men will respond to this even more quickly than they do to safety razor advertising. The experience of the Terminal Barber Shops in New York and Chicago proves this statement beyond all argument.

In the Northwestern station at Chicago there is a barber named Robert Lilgeborg. "Bob," as he is familiarly known to many Chicago business men, makes an annual income running well up into five figures. He owns the shop, paying the Northwestern railroad a percentage of his gross receipts as rental.

A friend of the Schoolmaster, whose hair "Bob" has been cutting for the last twelve years, says this enterprising barber's success has come because he and his men spe-

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# Du-Plex Envelopes get Preferred Attention~



The personal letter accompanying the catalog or samples reaches the man for whom it is intended. Catalogs or samples mailed in Du-Plex envelopes with personal letters are not lost or consigned to the waste basket.

Prospects and customers appreciate your consideration in conserving their time by not forcing them to wait for slow traveling "under separate cover" catalogs. Impatient prospects won't wait—that means lost sales.

*Send us a sample catalog today and we'll return it to you in a Du-Plex Envelope together with a portfolio of samples. We will also send you a copy of "Scientific Catalog Building" that will point out possible postal savings and how Du-Plex Envelopes will make your mailings more effective.*

**DU-PLEX ENVELOPE CORPORATION**

*Sole manufacturers of Du-Plex two-compartment Envelopes*

**3026 FRANKLIN BOULEVARD, CHICAGO, ILL.**

# SALESMEN

**SPARE TIME  
PART TIME  
or NO TIME**

No Experience Necessary

Mr. O. D. made  
\$178.00 commis-  
sion in a month  
**SO CAN YOU!**

Our New Combined Sample Book and Price List tells **ALL** to your customer. No explaining necessary. Just put it on the desk of your friends in the Printing, Publishing or Advertising Business—and leave it there. It will bring us **ORDERS** and you **COMMISSIONS**. Sure-fire sales are in store and a steady **REPEAT BUSINESS** on which you will receive an income month after month, year after year.

**Out-of-Town Salesmen—  
Welcome!**

Come down and talk it over  
or write for our proposition.

**BALDWIN**  
PAPER COMPANY, INC.  
61 Greene St. New York

## Bills, Broadsides

Sale circulars or any variety of publication work that can be printed on newspaper presses. Any size, any quantity, any extra-color effect. Art work or engraving, if desired. Speedy service, first-class printing, attractive prices. Samples? SHOPPING NEWS Cleveland



**Howell**  
**Cuts**

for houseorgans  
direct mail and  
other advertising

Charles E. Howell • Tick Building • New York

cialize on decent haircuts. "Bob" expertly sizes up each customer's haircut as he leaves the shop and if the work has not been done right the barber is likely to lose his job. "Bob" advertises his service and always has plenty of business.

The safety razor manufacturers are not spending such a tremendous lot of money in advertising—not fabulous sums anyway as Mr. De Silvis seems to think. They are investing enough, however, to keep their merchandise continually before the public and thus are able to sell it at a price that would be impossible were the volume of production and distribution smaller.

\* \* \*

The advertising of certain reputable remedies, prepared foods and similar products, has been looked upon with approval by the medical profession for some time. Doctors realize that such advertising fills a real need in supplying the wants of the human body. But the doctor of today, who lives up to the ethics of his profession, can make but little use of the printed word. If he advertises his services he soon finds himself an outlaw, with no standing so far as medical societies are concerned.

It was of interest to the Schoolmaster, for this reason, when he was sent a monthly statement that one doctor is using to overcome the customary negligence of some people in paying their bills. The following quotation appears at the top of the statement:

Just at the verge of danger—not before,  
God and Doctor we adore;  
When the danger is past and all things  
righted,  
God is forgotten, and the Doctor slighted.  
—POPE.

The Schoolmaster commends the doctor for the use of this subtle propaganda. It is evidently meeting with success, because the statement, which was for services performed three months prior to its date, was received as paid.

\* \* \*

The exchange of professors by universities located in different countries has become a fairly

# We Need an Experienced MAIL ORDER and SUBSCRIPTION BOOK MAN

His responsibilities will cover magazine advertising and list circularizing for leads, mail order follow-up, and promoting sales through distributors.

This is a nationally known publishing house. The subscription department is well organized and operating successfully, but it offers a real opportunity for development in the hands of the right man.

The applicant is requested to give in full detail his training and experience. State age and salary desired.

Address "N," Box 86, Printers' Ink.

**For Sale:** Stereotype wet matrix making machine "Handley"—in excellent condition, complete with D C motor. Will sell at low figure for quick sale. For full particulars and price, address Purchasing Agent, The World, 63 Park Row, New York City.

**Multigraph Ribbons Re-inked**

**Our SUR-FYD** process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy.

Send 3 Ribbons to be Re-Inked at our expense.

**W. Scott Ingram, Inc.**  
57 Murray St., New York City

**H**ALFTONES - Wood Engraving - Color Plates - Line Cuts - Off-Set Printing Plates - Electrotyping of Every Description - Commercial Photography - General Art Work - Retouching — No Job Too Difficult None Too Small

Day and Night Service. Call, write or phone. We go anywhere for business.  
**AMMACK, Inc.** 433 Broome St., New York City Canal 2878

**TO PRESIDENT  
VICE-PRESIDENT  
or GENERAL  
MANAGER**

**WE KNOW AN  
UNUSUAL SALES-  
ADVERTISING AND  
GENERAL EXECUTIVE**

He has just completed connection with large manufacturer with whom (over past three years) he has shown over 300% increase in sales.

He has been president and general manager of his own manufacturing corporation.

He spent seven years in the publishing business with two of the largest corporations in the country—an important sales executive.

He has a balance—directness—an ability to think through—chart a course and get there which few men possess.

He has travelled this country and Europe extensively.

An untiring worker—health good—married—Christian—he now wishes to put his ability to work with some large manufacturer—publisher or agency and is desirous of meeting principals only.

References, both business and financial, are of highest calibre.

He may be reached through "M," Box 84, Printers' Ink.

common practice. In the academic world the practice has justified itself.

In a recent issue of an official publication of the Danish Government, "The Danish Foreign Office Journal," the Schoolmaster observed that the Danes and the French have applied the idea to industry.

"The well-known French Porcelain Works, Sevres and the Danish Porcelain firm, Bing and Grenz-dahl," it is stated, "have arranged to exchange artists. The Copenhagen firm is sending to Paris the Danish sculptor, Jean Gauguin, who is himself of French descent and who will for the time take the place of an artist whom the Sevres works are sending to Copenhagen."

Could American manufacturers, perhaps, profitably arrange with manufacturers in other countries for an exchange of employees? The idea, it seems to the Schoolmaster, should have particular merit for businesses in an industry calling for creative artistic ability.

**Department Store Uses Governors' Messages as Copy**

In full-page newspaper copy, The J. L. Hudson Company, Detroit department store, used messages from the governors of forty-one States as evidence to support its caption, "America Will Prosper in 1927." These statements almost filled the page with the exception of a space at the top where the heading and some brief text pointed out the significance of the messages.

The statement from the Governor of Michigan was placed in a separate box in the center of the page under a reproduction of the State seal.

A note gave the information that "These messages were gathered exclusively for The J. L. Hudson Company."

**C. C. Armstrong with Baltimore "News" and "American"**

C. C. Armstrong, formerly classified advertising manager of the Cleveland *Press*, has been appointed classified advertising manager of the Baltimore *News* and *American*.

**Mailing Lists**  
Will help you increase sales  
  
Send for FREE catalog giving counts and prices on classified names of your best prospective customers—Business, Trade, State and Local—Individuals, Professionals, Business Concerns.  
99% GUARANTEED 5¢ each  
ROSS-Gould Co. 44th & 10th St. St Louis

**"GIBBONS knows CANADA"**

TORONTO

J. J. Gibbons Limited, Advertising Agents  
MONTREAL

WINNIPEG

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost sixty-five cents a line for each insertion. No order accepted for less than three dollars and twenty-five cents. Cash must accompany order.

**First Forms Close Friday Noon; Final Closing Saturday**

### BUSINESS OPPORTUNITIES

**Printers' and Bookbinders' Equipment**  
machinery, type, supplies, Kelly presses  
—cut-cost material. Send for revised  
preused machine sheet. Conner Fendler  
Branch, A.T.F. Co., New York City.

**Salesmen** for city and out of town representation who call on advertising agencies and national advertisers, to sell lantern slides as a side line. Liberal commission. Box 899, Printers' Ink.

**Engraving and electrotyping organization** well financed and equipped offers substantial interest without investment to responsible salesman with trade who desires to get into business for himself. Box 892, Printers' Ink.

**RAPID WRITING SYSTEM**  
Copyright, plates and copies of book teaching simplest, easiest-to-learn semi-shorthand or speed writing for business, advertising men, lawyers, preachers, students, etc. Box 894, Printers' Ink.

### Chicago Representation

Would like to hear from high class business or trade paper seeking Chicago representation. I can satisfy you as to my ability and integrity. Strictly commission basis. Box 922, Printers' Ink, Chicago Office.

**Only automobile trade paper in Brazil** (now America's second best export market) wants seasoned advertising representatives in Detroit, Cleveland, Philadelphia, St. Louis and Indianapolis, on commission basis. No drawing account but excellent co-operation and best of U.S. references. State experience. "Automobilismo," Caixa Postal 2756, São Paulo, Brazil.

### PARTNER WANTED

To increase efficiency, owner of recognized agency, amply financed, which did over \$200,000 in 1926, will accept partner with accounts or will unite with another agency. Box 925, Printers' Ink.

**SIDE-LINE** men can make money selling our JIC liquid paste to newspapers, magazine publishers, and printers. Used by such papers as NEW YORK WORLD, CINCINNATI ENQUIRER, CINCINNATI POST, LOUISVILLE COURIER-JOURNAL, Gin & Co., the MacMillan Co., and over 3,000 others. Sold in gallon pails and kegs, also 60-gallon barrels. A repeater. Address JIC DEPARTMENT, Jasmine Ink Corporation, Norfolk, Va.

### HELP WANTED

**SALESMEN:** Exclusive territory in every State. New type Mat Service and Direct-Mail for Furniture stores. Unusual proposition. CHANIN, Woolworth Building, N. Y.

**ADVERTISING SOLICITOR** wanted for Canadian Trade and Technical papers. Chicago territory. Permanent connection for the man who can put it across. Box 921, Printers' Ink.

Experienced lumber or building material salesman. Permanent position. Weatherbest Stained Shingle Co., North Tonawanda, N.Y.

### Do You Believe Advertising Pays?

Can you sell that idea to others and write good copy? A small agency with big future wants young, ambitious, experienced man immediately. Box 905, P. I.

### WANTED

Copy writer and layout man for agency. Department store or agency experience desired, but not absolutely essential if applicant can qualify otherwise. Reply to Box 265, Wheeling, W. Va., stating salary and experience.

**Experienced lithographic salesman** to represent long established New England manufacturing concern in New York City. Products include stationery, advertising displays, labels and folding paper boxes. Previous experience in this or similar line required. State fully experience, references, and salary expected. Box 896, Printers' Ink.

**Sales Manager** for Eastern Lithographic concern manufacturing a varied line including folding paper boxes and advertising material. Position includes promoting sales and directing selling force of twelve to fifteen men. Must have previous experience in sales control and practical selling. Man with creative ability and knowledge of advertising preferred. In first reply give full details as to previous experience, references, and salary required. Box 895, P. I.

### Production Man

—who knows type, printing, engraving—and who can get things done without asking too many questions. The agency is about 4 hours from New York City. State salary. Address Box 929, P. I.

Jan. 13, 1927

**COPY AND LAYOUT MAN**, agency experienced, versatile, creative, whose skill at copy and layout will compel one or more clients to follow him in a new connection. Exceptional opportunity. Box 912, Printers' Ink.

### Photo - Engraving Salesman

A real opportunity for an ambitious, aggressive salesman who knows and has sold engravings.

To the right man we will make a very attractive commission arrangement.

A wonderful chance to progress with a reputable, well-known Chicago house.

Reply, giving age, education and experience. All applications held in strict confidence. Box 911, Printers' Ink.

### Manhattan Advertising Solicitor

Wanted by

### THE NOVELTY NEWS

**WANTED:** A solicitor with a "scheme" mind, who knows merchandising and is familiar with the premium field, to sell advertising in Manhattan and the East for this publication, which is the only trade paper in the premium and advertising specialty fields. He must be about 35 years of age; able to reach big executives and sell them on the opportunities for their goods in the premium field and the advertising specialty field, both covered by this magazine. He must have a clean record for aggressive work that has been successful. None but a well-trained solicitor will be considered. Permanency with an income as big as he makes it awaits the right man. Address Henry S. Bunting, THE NOVELTY NEWS, Waukegan, Illinois.

### MISCELLANEOUS

**Tile Walls and Floors**  
I prefer a day-work basis. Result? Each job is a gorgebeauty of workmanship. Mantels? Geo. F. Ireland, 74 East 127th Street, New York.

### Join My Club of 200

in the systematic study of Advertising, Selling and Business Writing for the next twenty months.

I have combined several high-grade business courses in one broad treatment that aids the subscriber in qualifying for planning, preparing and managing both sales and advertising activities. The usual drudgery of correspondence courses has been reduced. The reading is of the live sort. Textbooks of college standard used. Loose-leaf Supplementary Helps. Tests are on major topics.

The coaching reflects the varied practice of the modern advertising agent and my experience of more than twenty-five years in sales-planning, advertising, writing and teaching. My present group of keen men and women are doing fine work. I can help others.

**S. ROLAND HALL**

Box 615, Easton, Pennsylvania

Will sublet to printer about 2,300 sq. ft. of floor space with commercial stationer in office building, Long Island City, excellent location, good light, unusual opportunity for live wire. Will place large part of our work with him. Box 893, Printers' Ink.

### POSITIONS WANTED

**YOUNG MAN** (23); agency production experience seeks position with agency or publisher. Have several prospective accounts in real estate field. Address Box 919, Printers' Ink.

**Advertising Solicitor**, long experience, wide connection, references, on national, trade, export fields desires a high grade production connection only. Reply with details. Box 920, Printers' Ink.

**ADVERTISING WOMAN**—Writes all copy, draws some layouts, and handles entire detail of 15 small accounts. Wants position as copy writer or assistant. Box 901, Printers' Ink.

**Advertising salesman** (36) wants position in Philadelphia or nearby. Experienced salesman and copy writer. Real producer. Minimum salary, \$50. Best references. Box 913, Printers' Ink.

**Production Manager** wishes to make change. Now employed by 4A Agency, handling all phases Mechanical Production, Visualizing all layouts. Also good lettering. Available at once. Box 910, P. I.

**WANTED—A—FUTURE**  
by young advertising man, 7 years' experience (Assistant Advertising Manager and Agency). Thorough knowledge visualizing copy, production. Box 908, P. I.

**SALES PROMOTION or ADVERTISING MANAGER**  
Good organizer. Knows how to build efficient dealer organization. Thorough business experience. Eastern location preferred. Box 909, Printers' Ink.

**ADVERTISING MANAGER**  
38, desires bigger opportunities. Has produced noteworthy results. Fifteen years' experience in agency and technical field. Married. Christian. Box 903, P. I.

**SALES REPRESENTATIVE**  
32, eight years' experience as sales and advertising manager. Now employed. Will consider connection with a manufacturer. Prefer Southern territory. Box 927, P. I.

**ADVERTISING SALESMAN**  
with record as a producer, would like to represent publication in metropolitan territory. Contact with manufacturers this section. Highest credentials. Box 918, P. I.

### Versatile Artist

Steady worker, and not a soldier on the job! Experienced in agency, studio and manufacturing work. Box 928, P. I.

### AGENCIES!

**ADVERTISING MAN**—24—Seven years in publicity, wants permanent affiliation with small, live agency. Knows newspaper advertising and can produce vigorous copy. Familiar with layouts, contact and production. What have you? Box 906, P. I.

**SALES PROMOTION SPECIALIST**—12 years' sales and advertising experience qualifies me to create a profitable new Sales Promotion Department or to revitalize an old one. Box 916, P. I.

### Secretary — Office Manager

Young woman, American, Protestant: seven years advertising, publishing. Available immediately. Box 926, P. I.

Young woman seven years' experience as advertising manager securing yearly contracts from national accounts would like responsible position on trade paper or any publication. Best references including important agencies. Box 931, P. I.

**LET YOUR SALES LETTERS**  
be written and composed by a sales correspondent who knows his stuff. His letters find trade, produce results, move merchandise and make collections. Rates and samples sent on request. Box 914, Printers' Ink.

**COMPETENT SECRETARY**  
Young man, twenty-four, proficient in typing and stenography wants secretarial position with advertising agency with chance to learn the business. Eight years' general business training. Finest references. Salary: \$35.00. Box 915, P. I.

**Commercial Artist.** Quick, creative, modern. Good figure work in all mediums. Designing, lettering and photo retouching. Twenty-five years training in art for national advertisers. Prefer some city West of New York. Position or free lance location. Salary two dollars per hour. Box 898, Printers' Ink.

**PRINTING EXECUTIVE**—A man of widest practical experience and high accomplishment in every branch of printing. Knows thoroughly every phase of engraving, composition, electrotyping, presswork, binding. Has organized and successfully directed some of the largest plants. No flaw in his record. Box 902, P. I.

### Publishers' Representative

Am interested in representing a worthwhile publication or Publishers' Representatives for Chicago, or would accept right proposition for New York. Newspapers or Trade Publications preferably. Can furnish best of references as to selling record and past history. Box 900, P. I.

**YOUNG MAN**, with plenty of energy, good education, breeding, and personality, desires to make connections with a large advertising agency as junior salesman or assistant account executive. He is now with a small agency as assistant production manager, and has experience in research, contact, and selling. He must locate in or around New York City, and is free for an interview. Box 924, Printers' Ink.

### Situation Wanted

with department store advertising department. Young man, 26; married; six years' advertising experience in two leading Iowa dailies; college education. Can furnish best of recommendations as to copy and layouts. Address Box 904, Printers' Ink.

**COPY WRITER-EDITOR**—Connection writing advertising, sales promotion, publicity copy, editing a house organ or trade paper or combination these duties sought by experienced writer with selling sense, news sense and original ideas. Box 907, P. I.

**SALES MANAGER'S Assistant** (34); expert correspondent; knowledge advertising; office manager; can originate ideas stimulating business; broad experience; position where merit wins promotion. Box 932, Printers' Ink.

**FOOD PRODUCTS**—Young man resident San Francisco, 4 years' research experience foods: 3 years in Washington and Europe along foreign trade lines, 1 year new-business department advertising agency. Desires utilize this experience in establishing himself with agency or manufacturer. Box 923, P. I.

**Salesman of Wide Experience**, age 42, married, now employed, and experienced in selling the manufacturer, jobber and dealer, lumber and its products, household utilities, etc., would like to represent in the Chicago territory a manufacturer with established accounts on either a salary or drawing account basis. Address R. Morgan, 7422 Coles Ave., Chicago, Ill.

**Advertising manager** with successful record is looking for opportunity that will be mutually profitable. Agency training, advertising manager large manufacturing concern for several years, thorough general knowledge of magazine publishing business. Well acquainted with up to date advertising methods and media. Have a reputation for getting results and am young enough to be willing to learn new tricks. Particulars by mail. Write Box 897, Printers' Ink.

### COPY WRITER

Versatile, original writer, thoroughly familiar with layout and production, seeks connection. Capable advertising manager or assistant. Seven years' agency and advertising department experience. Age, 26. Salary, \$75. Box 917, Printers' Ink.

### THE ELECTRON

age into which we are now moving will require men who know something more than "surface matters." Here is a versatile writer, chemist, team-work-trained young man who can develop into a real asset for some great organization. He has the background—he has the steam that goes ahead. Write for full story. Address Box 930, Printers' Ink.

### Binders for Printers' Ink

\$1.00 Each. Postpaid

PRINTERS' INK binders will hold an average of nine copies each. Figure six binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with book cloth; lettered in gold.

PRINTERS' INK PUBLISHING COMPANY  
165 Madison Avenue, New York

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## Make It Clear

Lighted pictures of the right kind will give the salesman a clear view of his work as you see it. Expert service will make him see his job as you do.

For this purpose, we offer the services of a highly skilled staff, thoroughly trained by ten years of experience in preparing special picture material for sales promotion and educational work.

Every picture we have ever produced has helped accomplish the buyer's purpose.

**Jam Handy Picture Service**  
Newspapers' Film Corp'n  
**217 West Illinois Street, Chicago**

Still and Motion Pictures—Animated Drawings—Screens—Slides  
New York, 51 East 42nd Street—Dayton, 887 Reibold Bldg.—Los Angeles, 1956 South Vermont Ave.—Regional Sales and Service at all Principal Points of the United States

# *The CHICAGO TRIBUNE gained 5,490.52 columns*

DURING 1926, The Chicago Tribune gained 5,490.52 columns of advertising. The Tribune carried more advertising than any other Chicago newspaper. Its circulation is greater than any other Chicago newspaper. And its gains in both advertising and circulation were greater than those of any other Chicago newspaper.

Let a growing enterprise carry your advertising message to the people of The Chicago Territory.

**Chicago Tribune**  
THE WORLD'S GREATEST NEWSPAPER